

ELECTRICAL

MERCHANDISING WEEK

JUNE 26, 1961

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

WHAT'S HERE IN

MAJOR APPLIANCES^{p2}

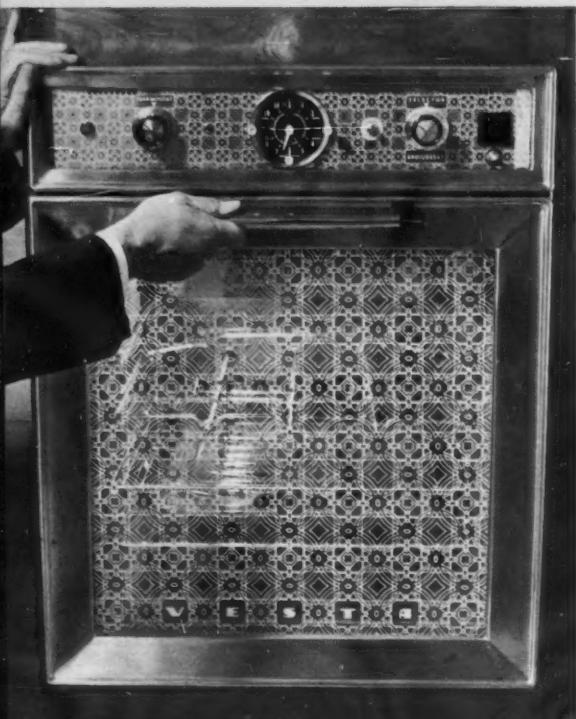
WHAT'S AHEAD IN

NON-ELECTRICS^{p6}

HOW TO SELL THE NEW GAS AND ELECTRIC RANGES

You asked for it...for more exclusive how-to-sell booklets like the first one on room air conditioners, published by EM WEEK early this spring...and here it is: Another Basic Information Booklet which you can start using right now to cash in on the coming boom in electric and gas ranges. And wrapped around this 16-page report are 24-pages of **COMPLETE SPECIFICATIONS** for all major brands of ranges.

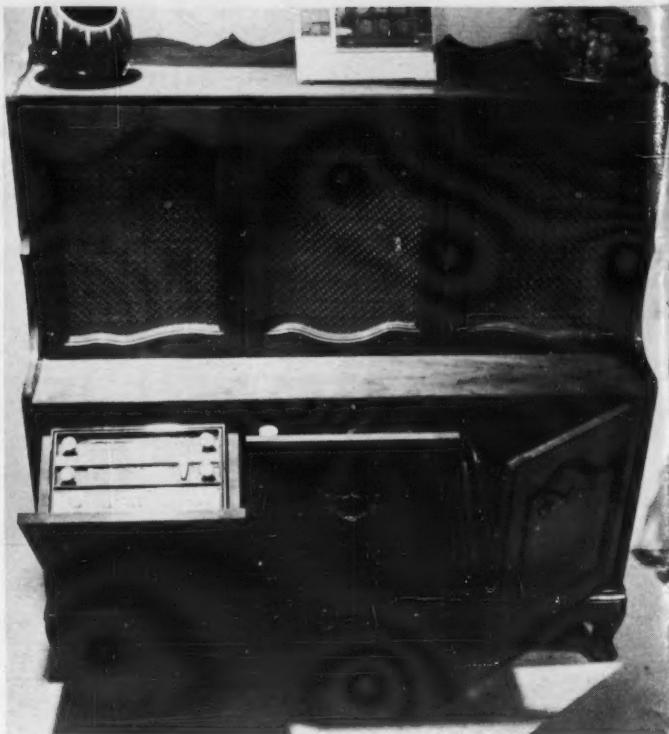
How-to-sell starts on page 35.
Spec Sheets start on page 21.



Athens 18-inch electric oven will go for \$149.



Sunray's ranges have recessed, lift-up tops.



The new shape of things at RCA: Two-tiered "Hutch" console.

THE SUMMER MARKETS

Here's What Was There

It was quiet on the eleventh floor of Chicago's Merchandise Mart last week. The manufacturers were there—most of them. The lines were there—but not all the new lines. There were a few drop-ins worth notice. But outstandingly absent were the distributors. As one observer put it, "You could fire a cannon down the hall and not hit anyone."

So, what happened? Sales figures quoted by factory men made it clear the empty halls were not a reflection of the industry's health. In most quarters, those asked said things looked good. But they didn't seem to think that applied to the Summer Market. There was much speculation on who would be next to pull out.

Prime problem: How do you attract a distributor to Chicago when he's already seen the line in Miami Beach? Or Atlantic City? To date, no one seems to have come up with

the answer. And, as this became apparent, more and more factory men pulled out, leaving local men to talk.

Consumer electronics shoppers were around—rival manufacturers shopping each other. They may not have picked up much that was new, but they did get their first look at Zenith's stereo portable which can be converted to a radio phono. Zenith showed two models, at \$79.95 and \$89.95. Room is left in the single bat-wing speaker for a transistor radio. Plugged in, it plays through the phono's speaker.

In the talk that made the rounds, bright spots showed up. Manufacturers were looking at distributor-to-dealer radio sales for the past 21 weeks with satisfaction. The industry was 5.8% ahead of last year. Television sales were running behind, but some executives could see

strong signs of hope ahead (EM WEEK June 19, p4).

After a good May—sales ran 15.8% ahead of May, 1959, also a good month—the television market was off 4% for the first two weeks of June.

"But I think it's going to be all right," predicted Zenith's astute Leonard C. Truesdell.

What did disturb Truesdell was the price market in brown goods.

"We're beating our brains out as usual by selling at low prices," he thumped. "Every day is sale day. This pricing is the most disastrous thing to hit retailing."

"Everyone's a discounter. And now the little dealer is cutting more than the discount houses. In Chicago, you can buy sets at hundreds of places more cheaply than you can at Sol Polk's. Polk averages 5% better gross than the rest of Chicago."

On the white goods scene, nobody expected much—and they weren't disappointed.

The range folk came up with the most new offerings (see below). But, if you want to get picky, there are more range manufacturers and more range models in a line than any other product category.

As for trends in ranges, there's a definitely observable one in the works: Manufacturers are moving toward the half built-in, half free-standing unit. Some call it the drop-in. Others, the set-in. Not everyone does it. (Among those who do: G-E, Hotpoint, Westinghouse, Whirlpool, Waste King.) But those who don't, are either thinking of it or getting close, by introducing slide-ins.

Refrigerators and air conditioners were there on the eleventh floor. But action on those categories is at retail—not on this month's order books.

There was some new laundry: Norge introduced its 1962 full line and a solid service story (see page 8). Hotpoint bowed middle- and low-end 1962 units. And both Philco and Whirlpool had earlier-introduced but still-wet-behind-the-agitator lines on tap.

ON THE 11TH FLOOR:

Here's What They Did

NARDA FILLED ITS LONG-VACANT SPOT of executive vice president in Chicago last week, as Jules Steinberg, Midwest editor for "Mart" magazine got the nod from the Board of Directors. Steinberg replaces Gail Pinkstaff, who resigned in January.

AN AMERICAN LOOK FOR GRUNDIG-MAJESTIC is in the works. Company showed up for first time at Merchandise Mart with Grundig components in American-made console cabinetry and soft, oiled finishes in French Provincial and Regency styling. Grundig will stick with highly polished Continental styles, according to Sam Jenkins,

vice president, but hopes to add several more stereo consoles in soft, oiled finishes for the Music Show.

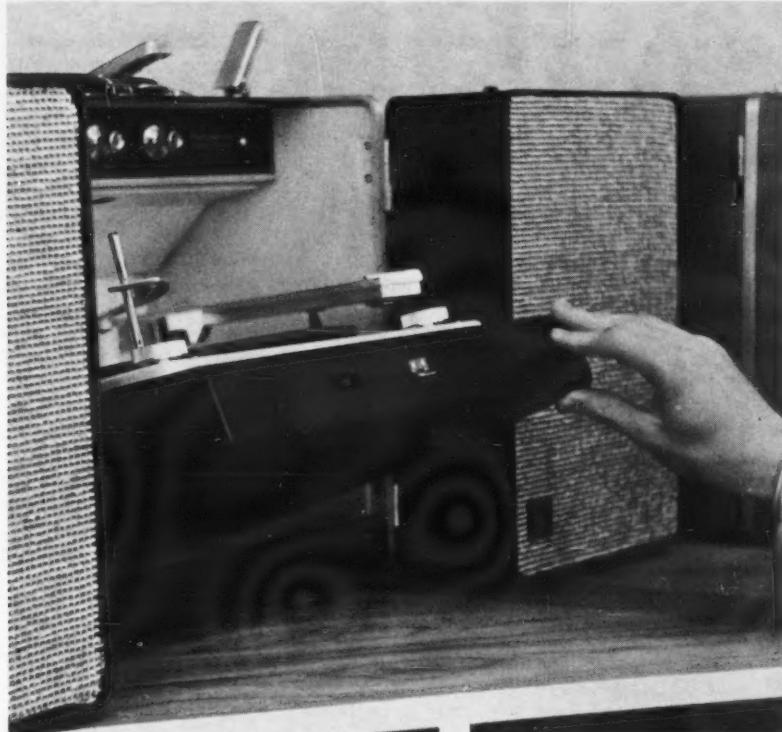
WELBILT WILL GET INTO DEHUMIDIFIERS this October with a three-model line. No prices yet.

THE PARAMOUNT COLOR TV TUBE IS NOT READY, was the verdict of Leonard C. Truesdell, president of Zenith Sales Corp. Zenith engineers have seen the one-gun tube, which recently was reintroduced at a Paramount stockholder meeting, Truesdell said.

THEY WERE TALKING 12-POUND on the 11th floor last week—but not for the record. Most laundry manufacturers have backed off from formerly held hothead stands—one way or the other—on



AM-FM Magnavox table radio shows way company may take with multiplex model.



Drop down turntable at General Electric keys the company's new portable phono line.

this matter of washer capacity. Reason: They figure they'll give AHLMA a chance to work out a solution. Problem: G-E, with its claims for 12-pound capacity, backed other makers in a corner. There's no industry standard on washability. And it'll be a long, hard haul to develop one. Until then, any, all or none of the laundry folk could claim 12-pound capacity for their units. Some (Philco and, for a very short while, Norge) chose to say just that. Others threatened to present an ultimatum to G-E: Stop advertising 12-pound or we'll all do it. But cooler heads prevailed, and AHLMA has inherited the problem. ■

WHAT ACTION THERE WAS WAS IN RANGES, on the white goods side of the fence. Welbilt, Tappan and Sunray (see picture above) showed new



Now in the hair dryer business is Norge dryer sales manager Bob Brookman (see p8).

lines. Sunray's offerings had recessed, lift-up tops, with working surfaces only 34 inches high. Magic Chef followed the trend that's inching along toward easier built-ins—namely the set-in or drop-in units that require only a cut-out—by showing a mock-up of a slide-in which it will make in both gas and electric. Athens Stove Works, on the other hand, decided to go the glass door route, and showed an oven that one of its men likened to "the poor man's 'Flair'" (see picture above). ■

ZENITH WILL SHOW ITS COLOR TV SET AUGUST 23, according to Leonard Truesdell, start shipping in late September. Was he enthusiastic about color? "We're in the business as an accommodation," he said. "We got all the response that we could expect, but we didn't expect a whole lot." ■

AHEAD IN THE NEWS

LATEST POWER MOWER SALES FORECAST FOR 1961

shows that total industry unit sales are down 5% from last year's 3.8 million. The figures, issued by the Outdoor Power Equipment Institute, Inc., are based on reports from engine makers, institute members and Dun & Bradstreet. The second bad mower year in a row was blamed on poor spring weather, unfavorable economic climate during early buying season and the low number of housing starts last year. Trends in power mowers: Reels continue strong; riding rotaries picking up strength; add-ons moving ahead.

A CHEAPER BUT BETTER COLOR TV set will be unveiled this week, according to Toyo Electric Manufacturing Co. in Japan. Rumors about the set's performance set the company stock soaring last week, but details weren't given out.

CARRIER IS PLAYING "CANDID CAMERA" as a part of its "big challenge" dealer incentive program. Top executives, disguised as customers, will be calling on dealers until Aug. 15. If they are pleased with displays and salesman knowledge, they will award prize point checks.

PHILCO ARRIVED IN CHICAGO ELATED after totaling up distributor and ad orders at the company's Atlantic City convention. Orders for television topped 1960 totals by 44% and were 35% ahead of 1959.

SYLVANIA'S DECISION ON COLOR TV is still a month away. Look for a decision in early July, according to Peter J. Grant, president of Sylvania Home Electronics Corp.

PHILCO WILL NOT CHANGE ITS AUTOMATICS until 1962. Gas and electric washer-dryers and wringer washers, shown in August of 1960, will be carried through with not even the model numbers changed.

JAPAN'S ELECTRONICS EXPORTS TO THE U. S. for April hit \$5,457,242. The breakdown: Tube radios, \$1,016,858 for 154,547 units; transistor radios, \$2,575,600, for 223,593 units; toy radios, \$936,372 for 365,839 units; TV receivers larger than 19-inch, \$7,133 for 62 units; tape recorders, \$857,082, for 40,314 units.

A 19-INCH PORTABLE FOR \$99.95 will be on its way in about 30 days from Delmonico International. The Japanese-made set was promised last January as a follow-up to Delmonico's first 19-inch portable which Liberty Music sold for \$159.95, but others were selling as low as \$126. The new portable television set features a metropolitan chassis and makes use of a 114-degree deflection tube.



WHICH ONE
IS THE
PHONY?

Radio at the left was manufactured in Japan and makes illegal use of the Admiral trademark. Unit pictured on the right is the real thing. The Admiral Corp. has obtained a restraining order in a United States District Court in an effort to halt the distribution of the Japanese-made transistor radios in this country.

The New Olympic Lineup:

A shorter combination line with a new feature; built-in FM stereo tuners in stereo consoles, and cheaper remote tuning flavored the 1962 Olympic line showing last week in Chicago.

In combinations, Olympic will go with 11 new basic models, starting with a price leader at \$329.95, and six carry-overs from last year's line. Last year the company offered 22 basic models.

Starting at \$499.95, Olympic is offering its new feature in seven models—a six switch sound control panel which will make it possible simultaneously to play television in one room, radio in another, and listen to the phonograph in still another. Extension speakers, of course, are necessary, but it's the control panel that makes the set-up feasible.

A pioneer in the combination market, Olympic is pleased with the outlook for the units. For the first five months, the industry was running 49% ahead of last year's combo business and Olympic was up 60% for the same period, according to Morton Schwartz, vice president in charge of sales.

Schwartz predicted: Combinations will increase their share of the total television mix to 4% or 5% this year. Last year, combos accounted for 3.6% of the mix.

In the regular TV line, Olympic showed up with 22 basic black-and-white models, a stronger accent on horizontal styling in consoles and remote tuning which beat last year's prices by \$10 in 19-inch sets and \$20 in 23-inch models.

Three 19-inch portables with open lists kick off the line. One of the models comes with the three-hour automatic shut-off switch. Olympic is offering six table models—two 19s and four 23s. The 19s start at \$189.95—remote here is a \$40 add-on and the 23s open at \$199.95. Remote on 23s is a \$30 step.

Moving with the trend to horizontal styling in TV consoles, Olympic now has three lowboys in the 13-model black-and-white lineup (instead of one last year) and a new lowboy in the color lineup at \$695.

In stereo consoles, Olympic will go with built-in AM-FM stereo tuners starting at \$249.95.

"We don't believe people buy drop-ins," Schwartz explained, "so we're building FM stereo tuners right into the set." For older sets, Olympic will provide an adapter which will list for \$29.95.

A carry-over console at \$99.95 starts the console line. The company also showed up with a manual, monaural portable phonograph in two colors. Suggested list: \$17.95.

Are The Dark Clouds Lifting?

Brown goods dealers in the sprawling New York metropolitan area last week showed they expect sunny economic skies ahead. At two major distributor showings dealers optimistically signed orders on new television, radio and hi-fi-stereo lines.

"We normally don't expect any traffic until evening," crowed Mel Koenig of All-State, Webcor's distributor, "but dealers have been coming in all day and buying. The entire line is going well, but we are extremely happy with sales on four models of tape recorders."

His optimism was reflected across the Hudson in Newark, N.J., where Philco's distributor, John M. Otter

had record attendance. Undaunted by driving rain, dealers told Otter that the 1962 Philco line was one of the best ever offered.

Harry Schechter, head of Zenith's New York branch in New York, said, "We wrote considerably more than we did last year. We signed nearly 100% of those who came in. The reason was that dealers have low inventories. Last year, there was a fight between the 21- and 23-inch tube and one between the 17- and 19-inch tube. This year there are no conflicts, so there are no close-outs. Stereo sales were surprising. We expected a wait-and-see attitude about FM stereo, but it didn't develop."

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

**SO MUCH TO
SHOW
SO MUCH TO
TELL
SO MUCH TO
SELL**

New RCA WHIRLPOOL
electric ranges
are full of exciting
features women want!



... counter high and counter deep, with flush fit on all sides . . . assures built-in look without built-in

costs. More than that, RCA WHIRLPOOL electric ranges are all-new inside and out . . . with abundant features that do a big job of selling for you. Note those illustrated. Women will love 'em! Then there's the Balanced-Heat oven with dual elements and reflectorized broiler, Automatic Mealtimer*, Bar-B-Kewer® with rotisserie, Roast Sentry*, Roto-Baste* and Ka-Bob*, Full-View oven doors, and many more. Equally important to the housewife, RCA WHIRLPOOL ranges are engineered from top to bottom for fast, easy cleaning . . . with Dispos-A-Bowls*, removable oven door, Spillguard top, lift-up surface and oven elements, removable bottom drawer. And there's a 30" or 40" model for most every need, priced to give you a wonderful step-up story. What a sales opportunity! *Tmk.

Join up! . . . it's easier to sell
RCA WHIRLPOOL than sell against it!

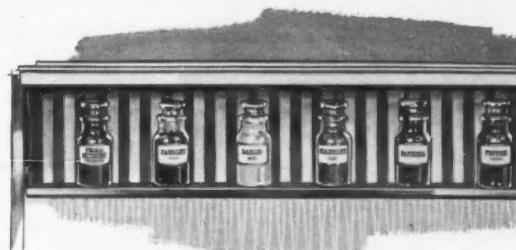


Mark 30 electric range



Counter Control Center

All controls are grouped at countertop level in a neat row . . . easy to see, convenient to use. And Flip-Top controls lie flat until touched on one side . . . then flip; up comes an easy-to-grasp control surface, ready to dial infinite heat variations.



Handy New Gourmet Shelf

Right on the top of the range is this convenient shelf with lift-up cover that comes complete with apothecary bottles filled with various kinds of condiments. It saves steps . . . ends searching for seasonings while cooking.



Whirlpool CORPORATION

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN



Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

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How Non-Electrics Makers View 1961 At Pre-Show Time

As manufacturers prepared for their annual jaunt to the Summer Housewares Show (July 9-14 in Chicago), EM WEEK spoke with a number of leading non-electric housewares producers to find out what the first six months have been like and what the industry can look forward to in the last half. Here's how the picture shapes up.

Sales during the first half generally are hovering around the break-even point, give or take 5%. Manufacturers making a poor sales showing blamed it on general economic conditions. Producers beating last year's figures attributed the increase to aggressive selling. Only one manufacturer, Pearl-Wick Corp., New York, reported "a good increase" for the first half of the year.

L. H. Erickson, president of The Borg-Erickson Corp., Chicago, modified his company's 3% sales decline by pointing out that 1960 "was a peak year."

Comments on sales from other housewares manufacturers were:

- Boonton Molding Co., Boonton, N.J., "less than last year."
- Buckeye Division, Mardigian Corp., Wooster, O., "about the same."
- Ekco Products Co., Chicago, "sales so far a few percentage points off."
- Mirro Aluminum Co., Manitowoc, Wis., "Slightly under last year's figure—about 5%."

- Rubbermaid, Inc., Wooster, Ohio, "modestly ahead—about 4% or 5%."
- Wear-Ever Aluminum, Inc., New Kensington, Pa., "will be even or slightly ahead for the first half."

Inventories at the manufacturer level, which are closely geared to sales, in most instances are lighter than last year for the same period and indicate the cautious attitude of most manufacturers. Some manufacturers have trimmed production to the point where they are serving their retailers and wholesalers from the production line.

William Stopford, sales manager for Boonton, said his inventories are lower "in a desirable degree." He explained that distribution of assortments have been simplified as a result of the increasing popularity of 45-piece melamine dinnerware sets over the 16- or 20-piece sets. "When smaller sets were sold in greater quantities, molders were burdened with heavier inventories of add-on pieces."

Buckeye's Paul Malarkey said his company's inventories are "running closer to the belt than they used to."

Ekco's executive vice president, Edward Schultz described his company's stocks as "normal" and explained: "We usually build inventory going into the last six months." The Mirro spokesman said stock was "good and healthy." He added: "Even

if business were good, it still would be about the same."

Rubbermaid's stocks "were a little higher this spring because retailers and wholesalers were carrying less inventory and we were carrying more," Bob Conybeare, sales manager, noted.

Steady prices are another indication of manufacturers' wary approach to the last half. Despite rising costs of labor and material, housewares producers are making no plans to change their price schedules.

Wear-Ever has "nothing in the works at the present time." Buckeye said it "looks as if prices are going to stay as they are." Al Miller, vice president of Pearl-Wick, pointed out that his company would increase production to combat rising costs.

Ekco's Schultz said he would "maintain the status quo. We are absorbing costs and not planning any price increases in the foreseeable future." At Rubbermaid there might be "one or two isolated price increases, but no general change," according to Conybeare.

Patterns of distribution will undergo little or no changes, according to most manufacturers questioned by EM WEEK. Borg-Erickson, which earlier this year began fair trading its wares under a selective distribution program, will continue to decrease

the number of its wholesalers in favor of direct selling. Wear-Ever will attempt to gain plus business by investigating new avenues of distribution, among them supermarkets and variety chains.

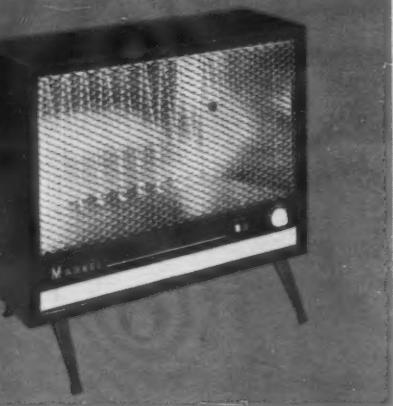
A more aggressive advertising program and harder sell during the last half are some ways several manufacturers will use to increase sales.

"Inasmuch as we have enjoyed a modest increase during the recession period, we believe hard selling pays off," Rubbermaid's Conybeare stated. He said the company would put more advertising dollars into sales and point of purchase promotions. Co-op ad funds will remain the same. Malarkey of Buckeye noted that the trend was toward more advertising and co-op ad funds. "If you want to stay alive you have to spend more money on promotions," he said. Mirro, which instituted a co-op ad program for the first time this year, will continue it for the second half. The company is also returning to TV advertising this fall after an absence of five years. This will mean an increase in ad expenditures.

The hottest item at the show and for the last half is expected to be non-stick cookware, according to utensil producers. Almost all will have at least one item on display in Chicago. Mirro, which will have a fry pan at the show, is "thinking about additional items." Buckeye is planning to introduce a stainless steel non-stick percolator and Ekco, which already has two fry pans, is "planning to expand into other items and may have them at the show." Wear-Ever will have "more than just a fry pan at the show."

HOUSEWARES SHOWCASE

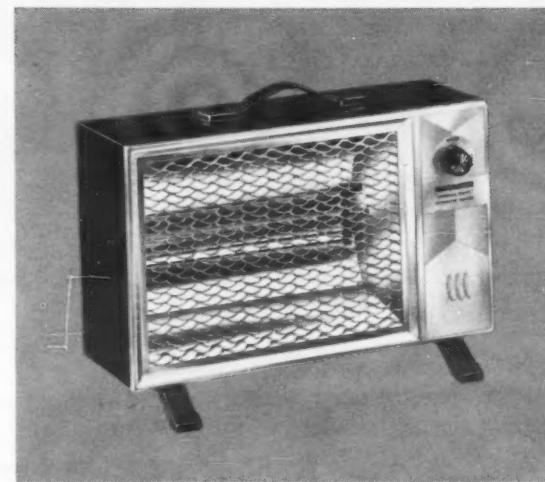
3 Manufacturers Show New Heaters



INSTANT HEATAIRE has a 170-square-inch heat chamber and a safety-gravity switch designed to turn off the unit if it's tipped or overturned. The gravity action, the company claims, assures operation even on the roughest surfaces. Other features include push-button control and built-in thermostat.

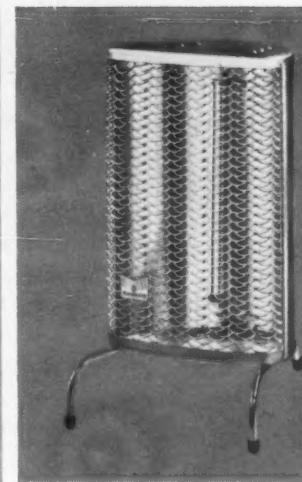
The unit is available in 1320-watt model (No. 105T) or 1650-watt model (No. 106T). Both models are 17 x 19 x 10 inches and are finished in mahogany and white. Heater is a combination radiant and fan-forced unit. Suggested retail price: \$29.95.

Markel Electric Products, Inc., 129-149 Seneca St., Buffalo 3, N.Y.



ATLAS-AIRE introduces four portable electric heaters featuring convection blower and tip over switch. The top-of-the-line model C16 (shown), with four push-button controls, thermostat and pilot light, is available in 1650, 1320 and 1100 watts. Price: \$29.95. Model B-16, with thermostat, is available in 1650 and 1320 watts. Price: \$24.95. Model B13, with thermostat, comes only in 1320 watts. Price: \$19.95. Model A13, also available only in 1320 watts, is \$14.95. All units are charcoal blue with gold-color trim. Size is 14 1/8 x 15 7/8 x 8 1/4 inches.

Atlas Tool & Mfg. Co., 5147 Natural Bridge, St. Louis 15, Mo.



TOASTMASTER has added two models to its heater line (EM WEEK, June 5, p7). Model K913 (left) features thermostatic control and tip-cover safety switch. The 110/120-volt unit operates on 1,320 watts and combines radiant heat with blower forced air.

The cabinet, which measures 12 3/8 x 17 5/8 x 8 5/16 inches, has a cordovan brown carrying handle and gold-colored metal grill. Feet are rubber-tipped. The unit, which has one heating element, has a Btu rating of 4,540. Shipping weight is 12 1/2 pounds. Suggested retail price: \$23.95.

Model R910 (right), a promotional unit, is an upright radiant heater with a retractable carrying handle, a platinum colored cabinet and a gold colored grill.

The 110/120-volt model operates on 1,320 watts. Other features include rubber-tipped legs and tip-over safety switch. The cabinet measures 17 1/4 x 12 x 10 3/4 inches. Btu rating is 4,540 for the unit, which has one heating element. Shipping weight is 4 3/4 lb. The suggested retail price is \$9.95.

Toastmaster Division, McGraw-Edison Co., Elgin, Ill.

How Mower Makers View Safety Problem

What's the next step toward power mower safety?

That was the question that members of the Outdoor Power Equipment Institute were trying to answer last week during their ninth annual convention at the Grove Park Inn in Asheville, N.C.

"We've come a long way since last November when we adopted the American Standards Association's mower safety standards," explained OPEI President E. A. Jacobsen. "Though we failed to prevent passage of some restrictive local ordinances like the one in Louisville, Ky., that makes it illegal to employ anyone under the age of 18 to operate a power mower, we have been successful in our fight against restrictive state legislation. It was largely because of the standards that bills in New York, New Jersey and California were shelved."

"But there's still a long road ahead of us," Jacobsen added. "We must come up with a method for getting the safety story across to the people who have the accidents—the consumers."

Three potential answers were given to the executive committee for approval by J. F. Winter, safety committee head and president of Yard Man, Inc. They were:

1-Mail mower safety posters to the country's 29,000 junior and senior high school principals for dis-

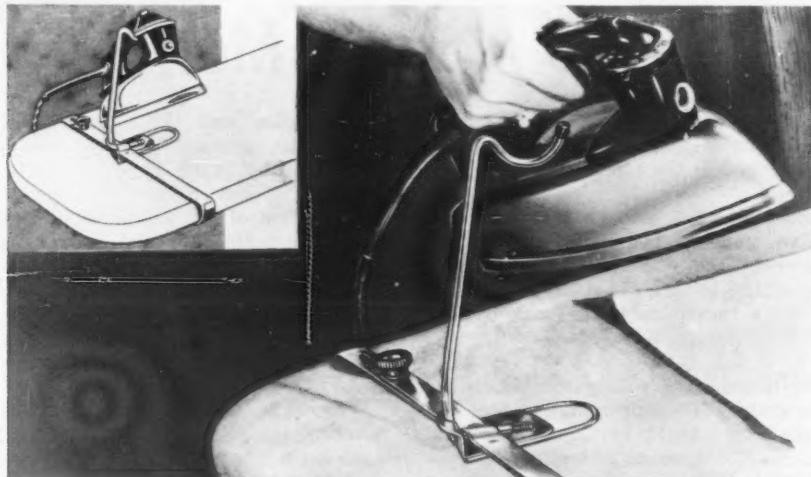
play in their schools. The logic behind this idea, according to Winter, is that teenagers are the people who operate the majority of the 20 million mowers in use.

2-An OPEI seal would be conspicuously placed on every mower that measured up to the institute's specs. The thinking is that consumers will learn to look for the seal before they buy and shy away from mowers that don't have it.

3—Develop a series of films or cartoons that could be used in schools, industry and government to help explain to these groups the whys and hows of mower safety. "The only drawback to this approach," Winter explained, "is that the costs would undoubtedly be quite high."

But the costs might be a lot higher if institute members and the rest of the industry don't come up with some effective answers to the safety problem soon.

The institute was mildly "warned" by Gordon O'Neill, senior engineer for the National Safety Council, that the government has policing powers that it could use to solve the safety problem. He told the concerned OPEI members that the Department of Health, Education and Welfare is equally concerned with the problem. "Unless the industry does something, you can be sure that the government will," O'Neill said.



IRON-MATE, model 111, is an iron holder that can be attached to all ironing tables. The hook can be folded down and the stand left on the board when not in use. The iron is

held at natural angle of the hand for easy use. No tools or screws are needed to install the holder. Suggested price is \$1.19. Bonley Products Co., Inc., 331 S. Peoria St., Chicago.

TWIN JAMMER is the name of this table serving set that can be used for jams, jellies and condiments. The unit consists of two glass jars seated in a chrome-plated steel rack, a serving handle, stainless steel covers and two long handled spoons.

The removable jars are 3½ inches high and 2¾ inches in diameter. Spoons are 5¾ inches long. Suggested price: \$2.49.

Foley Manufacturing Co., 3300 Fifth St., Minneapolis 18.

See page 66 for other new products

EM WEEK
REPORTS ON

HOUSEWARES

IONA MANUFACTURING CO. IS BRINGING OUT a new portable electric food mixer, model R-6, to retail for \$18.95. Called the Star-Lite Deluxe, the unit features thumb-tip beater ejector, detachable cord, key slot for storage, drink mix attachment and three-speed operation. The mixer, which weighs 3 pounds, comes in chrome and white, pink, yellow or turquoise. ■

A "WOOD TONE" TABLE TOP MERCHANDISER to match Rival Manufacturing Company's collection of seven "Wood Tone" appliances is available to retailers who buy an assortment of wares from the Kansas City manufacturer. The display has four bracket adapters for mounting non-electric can openers and ice crushers on a sandalwood pegboard super-structure. The electric items—can openers, ice crushers and meat grinders—are displayed on a counter and top shelf, which are in natural wood. The counter, with chrome molding, measures 14 x 32 inches. ■

RONSON IS INTRODUCING A NEW ELECTRIC SHAVER, model CFL 300, with a suggested retail price of \$29.50. This top-of-the-line shaver for men weighs 12 ounces and can be converted to battery operation by means of an inverter. The unit, available in white, has a separate trimmer for sideburns, mustache and neck. ■

DOOR-TO-DOOR SALESMEN WHO HAVE A HARD TIME getting their feet in doors will soon be able to get an assist from the National Assn. of House to House Installment Companies, which is planning to institute a collector-salesman development program for use by NAHHIC member-firms. The program, which aims to give door-to-door men professional training to improve their selling and collecting, was outlined at the group's third annual market at the Lido Hotel, Lido Beach, N.Y. Edward L. Sard, executive director of NAHHIC, told members that "business is going to improve." He said: "The recovery has started, buying is heavier than anticipated because inventories are low and because buyers are in a mood and in a position to buy." ■

THE FTC HAS CHARGED THE REGINA CORP. with "discriminating among its direct and indirect customers in granting promotional allowances." The complaint charges the Rahway, N.J., floor polisher and vacuum cleaner maker with making promotional payments to some stores, but not making them available on proportionally equal terms to all other competing purchasers. Robert E. Cassatt, Regina's marketing vice president, told EM WEEK: "We have not had an opportunity to evaluate the complaint, but to the best of my knowledge we have always treated everyone on a proportionally equal basis." ■



**STRAIGHT FROM
WASHINGTON**

ATTACKS ON TV PROGRAMMING CONTINUE to come from Chairman Newton N. Minow of the Federal Communications Commission—and others. His latest outburst—before the Senate juvenile delinquency subcommittee—concerned what he termed excessive crime, sex and brutality in programs aimed at children and young persons.

Minow found some support—in a lower key—from LeRoy Collins, president of the National Assn. of Broadcasters. Collins agreed that there is "some" unnecessary crime and violence on TV. But he denied any direct link between TV viewing and juvenile delinquency.

Collins suggests that the public let stations and advertisers know what it wants. Minow goes along with this. But, in addition, he recommends (1) federal regulation of networks as well as individual stations, and (2) forcing stations' operators to view network programs before putting them on the air.

Minow's outspoken criticisms have had an adverse reaction so far. The House rejected President Kennedy's FCC reorganization plan, which would have given the chairman more authority. Yet, the general feeling is that Minow will force some programming changes on the industry if he continues his attacks. ■

MINOW'S THREAT TO WITHHOLD LICENSE RENEWALS

in cases involving law violations is causing some nervousness in two of the nation's larger corporations—Westinghouse and General Electric. Both have broadcasting subsidiaries, and each was involved in the widely publicized Philadelphia antitrust court case against electrical equipment makers.

It is doubtful that the FCC will refuse to renew licenses to Westinghouse, which operates radio and TV stations in nine cities, or to G-E, which owns stations in Schenectady, N.Y. Both companies feel their hands are clean in that the subsidiaries are separate entities, not controlled by the parent company. But Minow is keeping them on the hook pending completion of an FCC inquiry into subsidiary-parent firm relationships. ■

A BILL TO CREATE A DEPARTMENT OF URBAN AFFAIRS is running its normal course through Congress. Hearings by appropriate committees of the House and Senate will be completed by the end of next week. A minimum of opposition has developed for the proposal, which many feel would give a major boost to the housing and home furnishings industries.

Considerable opposition still is expected, however, when the measure gets to the Senate and House floors. Chiefly, it involves the administration's obvious choice of Robert C. Weaver, now head of the Housing and Home Finance Agency, to direct the new department. He is a Negro. ■

What Is Behind Norge's Laundry Line For '62?

Two things: (1) A solid service story the likes of which haven't come down the pike for a long while and (2) a gimmick that made, in Board Chairman Judson Sayre's words, "a lumperhead distributor" wail, "Oh, God, they're putting us in the hair dryer business." (see picture page 3 and EM WEEK, June 19, p43.)

THE SERVICE ANGLE:

Norge claims its new washers can cut service time by a third. Why? They're entirely front servicing; you can get to everything without pulling them from the wall.

Necessary tools to break down one of the washers: A screwdriver and a knife. Here's how you break down a unit: With a screwdriver, remove three screws from top of backguard, then the control knob. Take off the whole front panel. This lets you at the bulb, switches and timer, wiring harness, and so forth. Plug in your analyzer and you're ready to diagnose.

Next, to get at the innards, insert your knife blade between the top and cabinet, which releases the top lid lock. Then raise the hinged top. That lets you at the tub; transmission; tub gaskets and book; snubber assembly; seals; water pressure switch; safety spin switch; door hinge; water inlet flume and hose; and water valve.

To finish off your job, remove two screws from the toe plate and slip out the front panel. Now you can reach everything else. Kicker: You

can take the motor out with your bare hands.

How does Norge tell its story? Sayre puts it this way: "It's because companies today are not facing up to the servicing problem to the extent they should that appliance sales are running across the board from 5% to 10% behind last year." But, he figured, with advances such as Norge's and programs coming from the offices of the industry's executives—"the top guys, not the second echelon"—the washer business could reach 2.5 to 2.6 million units in 1961.

Vice President Harold Bull told a press group last week that Norge now averaged 30% better than industry on service. And, with its 1962 developments, the company could be 54% better than industry. One reason: Quick access to machine innards would let the serviceman do a better job of diagnosing.

THE GIMMICK:

The second part of Norge's 1962 laundry story drew everything from snickers to orders in Chicago last week. It's a hair dryer attachment, pegged to sell at retail for \$29.95 when it's not given away. Attached to the dryer, it looks like an oversized soup ladle.

Hair dryer comes with a plate that fits any Norge dryer door opening. Then, since Norge's dryer blows instead of sucking, and since you can stop the drum from revolving, air funnels up the spout and out on wet hair.

Radio After 5 Months:

The brightest spot in consumer electronics at the Summer Markets belonged to the radio business.

Running 5.8% ahead of last year after five months at distributor-to-dealer levels, radio manufacturers were starting to think that they could top 1960's record domestic mark of 10,705,128 at retail by a whopping 8%.

Portables were setting the pace. Accounting for approximately 50% of the total mix, this category was running 26.4% ahead of last year's five-months totals.

The brightening situation in the radio business was a topic of constant discussion at the Summer Markets in Chicago where EM WEEK chatted with manufacturing executives.

To give manufacturers an even better look at the portable market, Electronic Industries Assn. keeps track of them in three categories: (1) miniature; (2) personal and (3) full size. Miniatures, which are generally less expensive models, were running 150% ahead of last year. The next size—personal—was up 2% on the year, the final EIA portable category—full size—was down 23% on the year.

AM-FM table models were up, running 12.0% ahead of last year's comparable five months.

Clock radios and AM table models were both down—clocks by 8.0%; AM tables by 13.0%.

The problem of radio was illustrated by the portable figures, according to Leonard C. Truesdell, president of the Zenith Sales Corp.: (1) The industry was in the midst of a fierce downward push on prices and (2) sales were moving heavily at the low end.

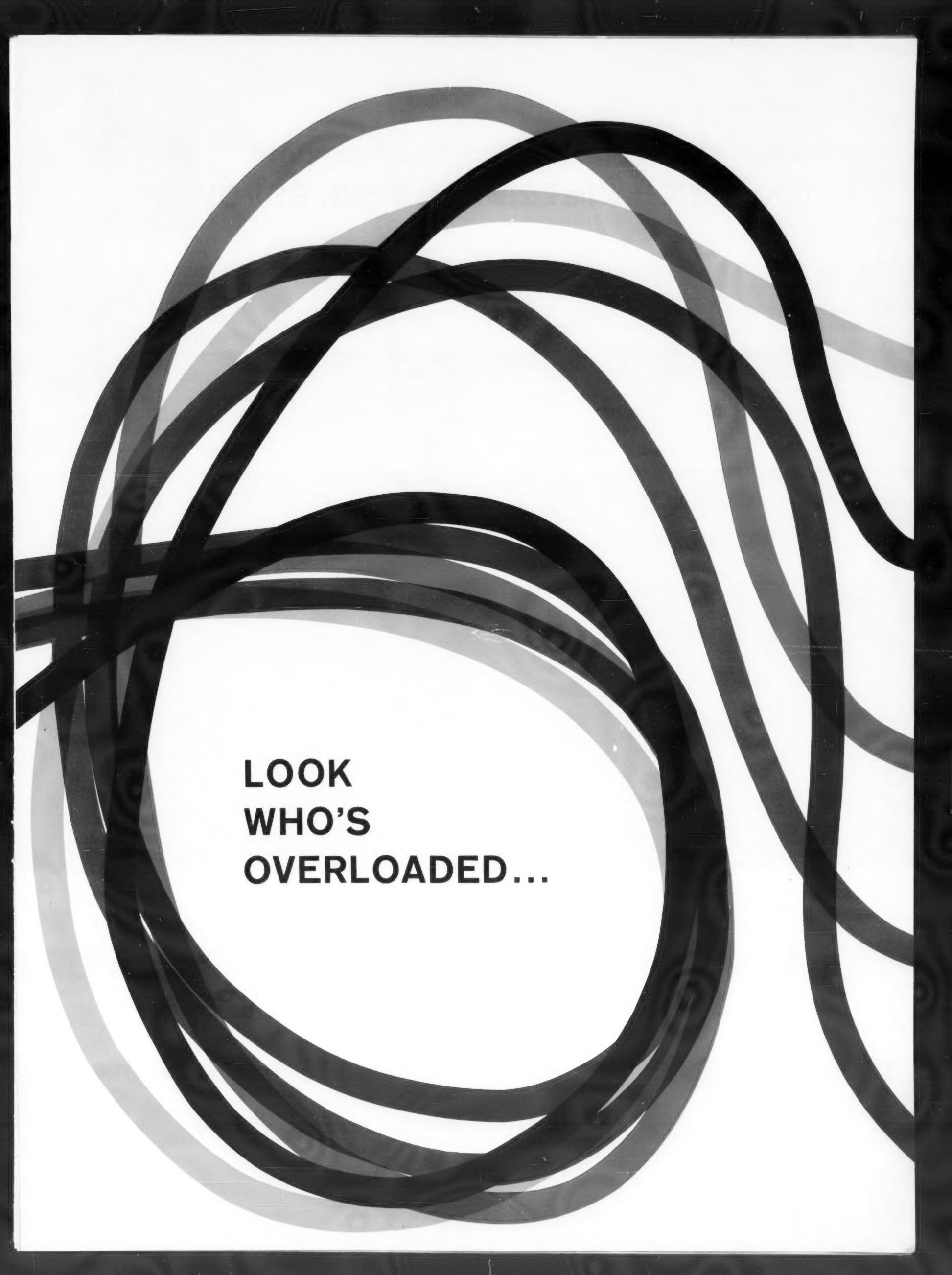
For example, most majors are starting their new transistor radio lines with a \$24.95 list today. General Electric, Motorola and Magnavox are all in with shirtpocket sizes at \$19.95.

"**The pricing situation is terrible,**" said Truesdell. "Those two portable categories illustrated the shift to the low end. What if you extended this into dollars? I'm not sure you would see such gains."

But Truesdell did find encouraging signs in the radio market. A lusty May—sales for the month ran 30% ahead of May 1960—was a "sign of good health," he felt.

And the industry has learned to fight the Japanese for a better place in the portable radio business, Truesdell said.

"We got the biggest help from the Japanese," he explained, "because of their failure to handle service problems."



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Television means excitement, showmanship and enjoyment. It's an ideal showcase for demonstrating appliances. TV GUIDE is the ideal place to pin down your sales story, locally. This magazine is television—in color, and in the permanence of print. It is the editorial product that appeals to more families each issue than Life, or Look, or The Saturday Evening Post.

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KEY
BUYERS**

People read TV GUIDE. More often, in fact, than they read any other magazine. TV GUIDE is "the top of the line"—the authoritative interpreter of television for people who want to know more than time and channel. That's why it's a product showcase for manufacturers and dealers (Sylvania, Philco, RCA) who want more than just an ordinary response.

**DELIVERS
SALES**

Young marrieds (ages 18 to 34) are prime prospects for nearly every major household appliance made. Today's purchase helps build brand allegiance for the future. They welcome new ideas and new concepts. They welcome TV GUIDE, too. More young marrieds read TV GUIDE than read any other magazine in America today.

TV GUIDE's selling appeal goes right down the line. From manufacturers to distributors like Westinghouse Appliance Sales and General Electric Sales and Distribution. And to hundreds of dealers who tie-in to TV GUIDE advertising. The cost is competitive with local newspapers; the dividends greater—national magazine power in the local market with the sustaining impact of television in print.

**NATIONAL
MAGAZINE PUSH
LOCAL
SALES PULL**



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AMERICA'S BEST-SELLING WEEKLY MAGAZINE

YOUR personal BUSINESS

You say your no-good brother-in-law is putting the bite on you? If he needs financing for his own noncorporate business, don't give him a direct loan. If he can't pay it back, your loss is a non-business bad debt. So tell the loafer to get a loan somewhere else and you'll give a guaranty. Then if he goes bust (you knew he would), your unrecovered loss is fully deductible. The law says that a loss incurred on a guaranty of a loan to a non-corporate debtor who used the loan proceeds in his business is not subject to the non-business bad-debt loss limitations.

Doing business as a corporation has some advantages. It's frequently used in retail businesses owned by a small number of individuals. Each of them works in the business and is an officer of the corporation. The stock is split among them. A word of caution, though. In order for salaries to be deductible by the corporation, they must be "reasonable," otherwise they're considered dividends and not deductible. Here's a list of factors used in determining reasonableness:

- Employee's qualifications and the extent and scope of his work.
- Size of the business.
- Comparison of salary with: (a) gross income and net income of the employer; (b) dividend distribution to stockholders; (c) positions in comparable concerns; (d) salary of the taxpayer and all other employees; (e) salary paid in other years.
- General economic conditions.



Profitable Management for Small Business is the title of a semester-long home-study course offered by a top business analysis firm. Cost is \$70 for 13 bi-weekly lessons (no special level of formal education is required). End-of-lesson question and answer sections are graded and returned. Final lesson is analysis of your own business. If you're interested, drop us a line and we'll send you more information. Address: Your Personal Business Editor, Electrical Merchandising Week, McGraw-Hill Publishing Co., 330 West 42nd St., New York 36, N.Y.

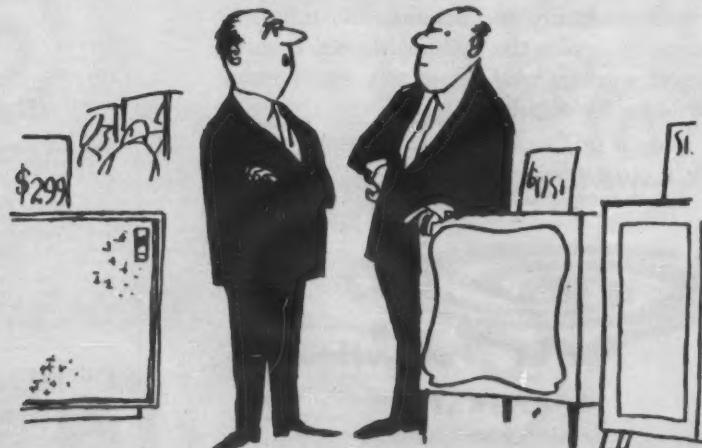
Business inventory practices could be a source of trouble for you. It looks like the Internal Revenue Service is going to be checking inventory valuation carefully in the future. (In case you didn't know already, your taxes are proportionate to your inventory. To get at the taxable income of a business, the cost of goods sold needs to be subtracted, and inventory is the key to that cost.) So set your value accurately. Internal Revenue's new, long look at business inventory practices is part of a generally stiffening attitude toward income taxes, on which we'll continue to keep you informed.



Going away on vacation? Here are some tips from the police chiefs' national association to lower the risk of robbery while you're away:
• Leave a key with someone who can check your house from time to time. Tell the police who has the key and when you plan to leave and return.
• Stop all deliveries that might accumulate on your doorstep (milk bottles, newspapers, etc.). Have your mail held for you at the post office.
• Leave a small light burning somewhere in the house so that it can be seen from the outside. Leave shades up or blinds open.
• Leave ladders or anything that might be used to reach upper windows locked in the garage or well out of sight.
• Double-check before you leave to make sure all windows and doors are locked. Door locks of the "dead latch" or solid-bar type give the greatest protection.



Culture note: The International Brick Throwing Contest will be held this year on July 15 in Stroud, Okla.



"Joining that lodge isn't working out like I planned. Instead of me selling I've been approached by 3 new car dealers, 1 used car dealer, 2 insurance brokers, 1 mutual fund salesman and 1 minister."

A DEALER SALESMAN SAYS



The Burn-Up: Can You Beat One?

How many times have you witnessed the following scene?

A determined-looking woman sweeps into an appliance store and up to the nearest salesman.

"How much is this Fluffspray Model 93 washer?" she asks.

"\$184," the salesman fires back, even though the model costs the dealer \$204.

"You're way off," the woman counters. "I can get it for \$175 across the street."

And then, still wearing that same determined look, she sweeps out of the store.

Familiar? Well, quoting a fantastically low price to a shopper, or as it is commonly known in the trade, the burn-up, is a phenomenon stemming from the discounting, price-shopping citizens turned loose on the appliance business during the last decade.

The burn-up probably started in the days when the discount was almost unknown.

"Once in a while in the days when list price was sacred," explained a veteran salesman, "you'd get a guy with pad and pencil comparing prices.

"It got your goat and besides there were so many real buyers out, you didn't want to waste time on him. So, you tossed him a burn-up to toy around with and sent him on his way. But a burn-up then was maybe \$20 over cost—not \$20 under like today."

That pinpoints how the burn-up has changed. Today, with cut-throat shoppers and severe competition, the burn-up price is being used during and after a sale to make a new customer, to hold an old one or just to save price face.

There's one thing you can be sure of today: If a customer walks right up to an item and asks the price, you've got to burn her up if you're going to have a ghost of a chance to make a sale. This establishes confidence in your low, low prices and, you hope, beats any price she has. Then you add on, switch her, or step her up.

"The only time I do it is to get a reaction from the customer. Like when I show him several makes and he won't say boo to my pitch. Then, I toss in a burner just to find out if he's really out to buy," says the veteran.

In a tight shopping market, giving burn-up prices has become a matter of saving face for the dealer.

"Some customers are so bad," said a salesman in a large shopping center, "that if you don't burn them, they immediately brand your store as a high price gyp joint. So, what would you do?"

"Let's face it," added another, "the sharp-shooting shopper invites the burn-up by playing one dealer's quote against another's. If it goes far enough, someone will get hurt and it's not the shopper."

So what does a salesman do? "Don't buck a burner," advises one dealer. "I just tell the shopper I can't meet it and let someone else have the business if he wants it."

"I'll go along with it," counters another retailer, "because at some point along the way I have a chance of switching the shopper to an item he hasn't thought of shopping on."

Perhaps the sanest view came from this vet. "Forget about the burn up," he advised. "How many shoppers do you get back? Don't waste your time. Concentrate on positive selling. Sell away from price—boost quality and features."

ABOUT THE AUTHOR—For reasons which will become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares here with you.

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!



LJW-90...10-lb. capacity
...with exclusive Surgilator® agitator, full-view wringer, automatic electric timer, efficient new filter, high-speed pump, double-wall tub.

LJW-80...10-lb. capacity
...with open-top wringer, 20-minute timer, efficient new filter, high-speed pump, 6-vane agitator, double-wall tub.



LJW-70...10-lb. capacity
...with 6-vane agitator, heavy-duty wringer, efficient new filter, high-speed pump, rust-resistant cabinet.



LJW-60...10-lb. capacity
...with 6-vane agitator, high-speed pump, heavy-duty wringer, rust-resistant cabinet.



Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

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Almost 1/4 of washer buyers choose conventional models



Get your share with
the new RCA WHIRLPOOL
wringer washers

Electrical Merchandising Week's statistical and marketing issue shows that more than 22½% of all washers sold in 1960 were conventional (not automatic) types. Yet you'll hear some people say that wringer business really isn't important. Have you been slighting this big slice of the sales pie? Cash in with the new line of RCA WHIRLPOOL wringer washers! Four advanced models offer you the wringer step-up story that lets you handle the *total* market . . . that provides the exact step-up you need from low-priced quality to high-end quality plus deluxe convenience features. Here is top quality all the way through . . . sturdy unitized transmission assembly for dependable, long-life operation . . . plus the features women want in wringer washers. Ask your RCA WHIRLPOOL distributor for details.

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RCA WHIRLPOOL than sell against it!*

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ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

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CITIZENS' BAND

THE FCC NOW PERMITS any citizen to have a two-way radio to connect him with his boat, car, field or what have you. As a dealer you can make money on these sets. Watch for an exclusive article on this new sales possibility in EM WEEK.

REVOLUTIONARY NEW ZENITH TRANSISTOR RADIO DEVELOPMENT AGAIN TURNS THE TREND AWAY FROM PROFITLESS SELLING



"Once again Zenith introduces an exciting new opportunity for dealers to sell *far more* than profitless price tags! We take pleasure in announcing another exclusive Zenith first in transistor radios that makes it possible for you to sell a *spectacular new standard of performance and value*. Again, you can give your customers good, practical reasons to buy something besides profitless leader models."

L.C. Truesdell

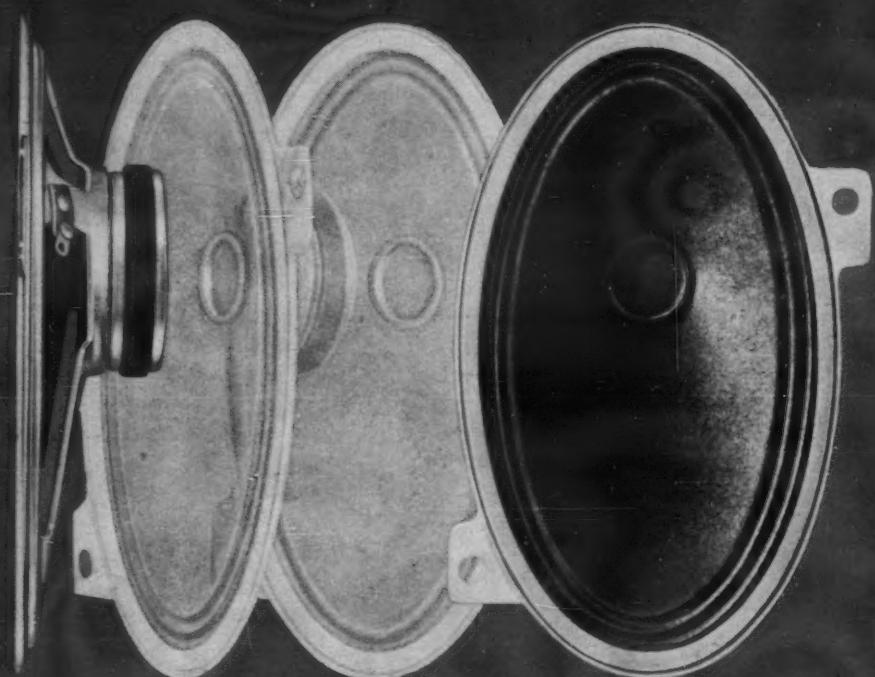
President
Zenith Sales Corporation

Newest example of Zenith leadership in action!

ZENITH REVOLUTION

**AMAZING NEW "EXTENDED-RANGE" SPEAKER POURS
ROOM-SIZE SOUND FROM POCKET-SIZE RADIOS!**

INDUSTRY'S FIRST
5" X 3" SPEAKER
EVER IN POCKET
TRANSISTORS



BIGGEST SPEAKER, WIDEST TONE RANGE EVER IN POCKET RADIOS

Ordinary speaker design has a protruding magnet that limits the size of the speaker that can be used in a slim pocket radio. Thus, pocket radios have never been able to produce a big, full sound.

New "Extended-Range" Speaker features a radically new slim Ceramic Magnet that allows a much larger speaker to be placed in a pocket radio than even the finest metal magnets do.

Ordinary speaker shape is round, so its size is limited by the width of the radio case. And because the voice coil is set directly in the center, the cone angle of an ordinary speaker is also limited.

New "Extended-Range" Speaker is elliptical — giving it a larger area. The voice coil is offset at the top, creating a steeper cone angle. As a result, you hear clearer high notes, richer low notes!

**ANNOUNCING ALL-NEW STYLING
IN AMERICA'S FINEST SHIRTPOCKET TRANSISTOR—
NOW AT A NEW LOWER PRICE!**

New flash, new style in the powerful little Zenith that performs superbly—and does it on ordinary penlite batteries! There's custom Zenith quality on the inside, new colors and design to attract volume sales. And like all Zenith radios, it's quality-built in America by highly skilled, well paid American craftsmen. The Royal 50H, in black, white, beige and white, charcoal and white or red and white—now only

\$26^{95*}



ZENITH POCKET RADIO!

Announcing the elegant

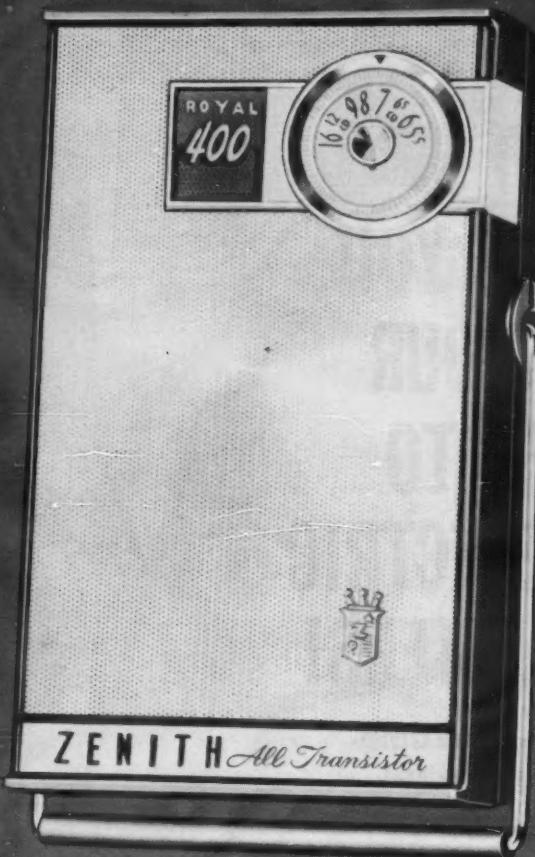
NEW Royal 500 Deluxe



NEW STYLE-SETTING BEAUTY

Announcing the

ALL-NEW Royal 400



World's finest pocket radio in beauty-power-sensitivity!

- New room-size sound: so rich, so wide in tone range, you can't believe it's actually coming from a pocket radio!
- New power: new "Extended-Range" Speaker efficiency, plus new 200-milliwatt undistorted power output, combine to deliver up to 4 times the volume of other radios the same size.
- Super sensitivity: exclusive circuitry brings in stations with greater sensitivity than pocket radios without RF stage.
- Precision Vernier Tuning: zeros in stations with hairline accuracy; 4 (not just 3) tuned IF circuits for peak selectivity. Inset tuning control helps keep dial on-station.
- Stunning new styling: distinctively designed cabinet of non-breakable nylon provides rich contrasts with Roman Gold color trim. Choice of Ermine White, Ebony Color or Two-Tone Ascot and Embassy Gray.

\$60⁰⁰*

Outperforms every pocket radio near its price!

- New "Extended-Range" Speaker: exclusive Zenith development pours out richest sound, widest tone range ever heard in pocket radios!
- Up to twice the acoustical power: you hear up to twice the sound you get from other 100-milliwatt audio output radios. New speaker design, new ceramic magnet efficiency does it!
- Plug-in transistor circuitry: special premium-quality circuitry uses plug-in transistors for faster, easier servicing, longer radio life. Another example of extra quality built into Zenith transistor radios.
- Precision Vernier Tuning: greater tuning accuracy, better "on-station" listening pleasure. Extra-sensitivity, better signal-to-noise ratio, for finer reception.
- Dramatic new design: spectacular metal grille blends beautifully with polystyrene cabinet in White, Ebony Color, Two-Tone Green or Two-Tone Brown. An exciting new value in pocket radios!

\$39⁹⁵*

Another Zenith first! All-new styling—all-new design—at your Zenith distributor now!

ZENITH

The quality goes in
before the name goes on



SRP ZENITH RADIO
CORPORATION,
CHICAGO 39, ILLINOIS. IN CANADA:
ZENITH RADIO CORPORATION OF CANADA
LTD., TORONTO, ONTARIO. The Royalty of
television, atmospheric high-fidelity instruments,
phonographs, radios and hearing aids.
43 years of leadership in radionics exclusively.
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MARKET REPORTS

SOUTHEAST . . . BIRMINGHAM, ALA.—After nearly five months of disappointing business due to an uncertain employment situation and unseasonal weather, appliance sales have had an encouraging pickup the last two or three weeks.

Naturally at this season, air conditioners and refrigerators have been leading the parade. The "Birmingham News" published a special air-conditioning section June 4 and dealers said sales zoomed for 10 days. Then came another weather vagary at mid-month and the temperature dropped to a high of 66. This cut air conditioner sales to practically zero,

but dealers expect buying to pick up again when the warmer weather returns.

Andrew C. Frye, vice-president and general manager of Shafer's, was particularly enthusiastic over the outlook for the coming months.

Frye reported air conditioners outstripping other appliances, but home laundry sales better than normal for this time of year, with even dryers improving. Refrigerators were up moderately and sales of ranges were holding up well. Television and stereo were off.

Clyde Coshatt, owner of Alabama Gas and Electric Appliance Co., re-

ported sales of all appliances improved except ranges.

"Sales are about 5% below last year," he said, "but well ahead of any first-half month this year. Air conditioners are best, but refrigerators are running a close second. Laundry equipment sales are good and gas water heaters fair. TV sales are better than usual for June. Indications are for continued improvement."

One dealer, A. J. Billingsley of Billingsley-Duddy, reported that although air conditioner sales were fair, combination refrigerators and freezers have been the chief items to bring over-all first-half June sales to 5% ahead of the comparable May period. They were still about 5% behind last year, however. Home laundries and water heaters, which are not seasonal, were steady, but

television was down. Ranges were about normal.

Paul Vinyard, manager of the downtown Maytag Sales & Service Co. store, reported some increase in sales, but not much. However, he expected further increases.

"We are a little ahead of other months this year but still behind last year," he said. "Air conditioners have been very good the last couple of weeks but the unexpected cool spell has halted their sale. Refrigerators are showing a nice pickup and people are beginning to buy freezers. Washers and dryers, which are our biggest sellers, are always steady and have not picked up noticeably. Television and ranges are off seasonally."

Kenneth P. Elwell of Birmingham Appliance and Radio Co. said that although June sales were up they still were considerably below those of last June.

"We are not jubilant over our sales increases this month," Elwell said. "In fact we are disappointed at air conditioner sales with the advertising we have done. But refrigerators, the 13-foot and larger combinations, are up nicely and home laundry equipment is holding up well. So are televisions. But ranges and stereos are down. The outlook, however, is for a gradual increase."

The tendency of dealers for some time has been not to build up inventories and to buy only as needed. So the increased buying has been an indication of better business. Orders from dealers last week in particular were exceptionally good. The trend now developing indicates business will be good the rest of the year.

MID-WEST . . . ST. LOUIS—Business picked up briskly the first two weeks in June, but a cold front from Canada sent readings some 20 degrees below normal and put a chill on air conditioner sales this past week.

All major appliance wholesalers reported a good pickup in orders from retailers as the weather warmed up.

G-E dealers here were starting an old-fashioned sales campaign designed to show consumers that major appliances today offer more value at better prices than three to four years ago.

"And we can prove it, too. A 13.7 cubic foot refrigerator selling at \$277 retail today formerly cost that much to dealers," a spokesman said.

Harry Brightman, Jr., distributor for Admiral lines, reported more sales in the first 15 days of May than all May last year and that demand was good into June. He expects the new fall TV line introduced at Las Vegas to get a good reception.

Two merchandise managers for major department stores reported television moving at a "good pace." However, two independents said TV was "slow" in the past two weeks, after a good first quarter start.

The overall impression obtained here was that a good hot spell would be about the best present that could come to appliance dealers.

SOUTH . . . LOUISVILLE—Warm weather had arrived and most dealers reported they "were really going" in sales and then a cold blast of air from Canada followed. The sudden change in the weather, several dealers reported, practically halted sales.

"We ran a large newspaper ad on air conditioners," said Paul Craven of Bonycastle Appliances, "and the next day it turned so cold I figured

Continued on page 74

NEW STAND UP TRAY HELPS YOU TRADE UP YOUR CUSTOMERS TO GENERAL ELECTRIC INSTANT HEATERS!

Ask your Distributor about this GOLD-TAG Special...an instant Sales-Maker for General Electric Instant Heaters!



11 PLUS 1 DEAL HAS PROFIT APPEAL

Order 11 of any model—get 1 like model free!

QUANTITY	MODEL	SUG. DEALER'S PRICE	TOTAL RETAIL VALUE*
11 Plus 1 N/C	H-5	\$333.74	\$539.40
11 Plus 1 N/C	H-6	296.67	479.40
11 Plus 1 N/C	H-7	296.67	479.40
11 Plus 1 N/C	H-8	222.42	359.40
11 Plus 1 N/C	H-9	222.42	359.40
11 Plus 1 N/C	H-10	170.39	275.40
11 Plus 1 N/C	H-11	110.99	179.40

THAT MEANS 38.2% MARGIN!

*Based on Manufacturers suggested retail prices.



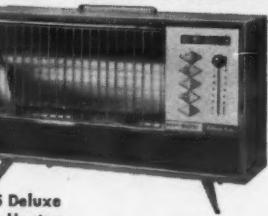
Model H-6 & H-7
Automatic Heaters



New Model H-10
Portable Heater



New Model H-11
Radiant Heater



Model H-5 Deluxe
Automatic Heater



New Model H-8 & H-9
Automatic Heaters

LIMITED OFFER
Call Your General Electric
Distributor Today.

General Electric Company, Home Care and Comfort Products Dept., Bridgeport 2, Conn.

Progress Is Our Most Important Product

GENERAL ELECTRIC

PHILCO announces new FLUSH-FIT CABINET LINE FREEZERS



8.6 CU. FT. NET—HOLDS 300 LBS.

Now . . . 70 extra pounds of storage space in a counter-high chest only 31 inches wide . . . with new Philco THINsulation. Flush-Fit Cabinet Line styling aligns perfectly with kitchen cabinets. Safe, counterbalanced lid.

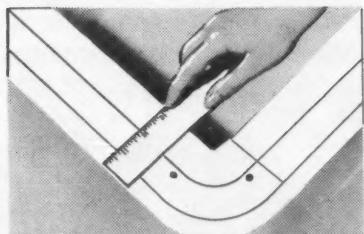
21.4 CU. FT. NET—HOLDS 750 LBS.

At last, a counter-high king-size freezer that actually gives 3 cu. ft. more storage space because of new Philco THINsulation. Deluxe features include 2 storage compartments, 3 Sliding

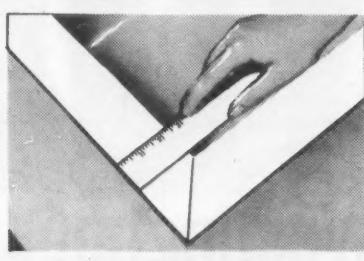
Storage Baskets, Safety Light. Counterbalanced lid and automatic interior light allow easy access to foods. New Flush-Fit Cabinet Line styling. Beautiful Wedgwood Blue and White interior.

Up to 3 cu. ft. more food space in same size cabinet, with new super-efficient

PHILCO THINsulation



Conventional Wall with Glass Wool Insulation



New Philco Wall with THINsulation

Exclusive new Philco THINsulation is the most efficient thermal barrier ever devised for freezers. With far less bulk it assures true zero-degree temperature . . . allows up to 3 cu. ft. more storage space than standard glass wool insulation. It saves more cold. Makes more space.

NEW PHILCO FREEZER LINE INCLUDES CHESTS AND UPRIGHTS IN ALL SIZES

CHESTS

10FH25	8.6 cu. ft. net
15FH22	14 cu. ft. net
19FH22	18.04 cu. ft. net
22FH25	21.04 cu. ft. net

UPRIGHTS

8FV12	8 cu. ft. net
12FV12	11.6 cu. ft. net
15FV12	14.6 cu. ft. net
21FV14	20.2 cu. ft. net

Get full information from your Philco Distributor

PHILCO.

Famous for Quality the World Over

WHO?

...HAS THE MOST VALUABLE RETAIL
FRANCHISE IN THE APPLIANCE INDUSTRY

...is represented at the factory by a Dealer Council, active appliance dealers who consult and advise in matters affecting dealers

...has the backing (in writing) of a billion dollar corporation—in a joint pledge of quality, honesty, and fairness to his community

...speaks directly to millions of prospects on network television—paid for by a company that advertises its dealers...not just itself

...sells the exciting new Continental Electric Range



Magic Mirror Door. Light On, See In...Light Off, Neat As A Pin.



The brilliant new Continental has four Westinghouse "firsts"—the Magic Mirror Door, Pantry Shelf, Plug-Out Surface Units and Oven Heaters and Surface Unit Controls that give the cook a choice of 1001 heats. The Continental incorporates many more features in its dramatic new design,

certain to give it immediate appeal to prospects. It's another example of Westinghouse leadership. For details on the industry's most valuable franchise, call your Westinghouse Distributor...or write Dealer Development Department, Mansfield, Ohio. You can be sure...if it's Westinghouse.

YOU!



WHEN YOU'RE A **Westinghouse dealer**

EM WEEK

1961

SPECIFICATIONS FOR GAS AND ELECTRIC RANGES

EM WEEK has packed this 40-page special section with important information which you can start using right now.

Here are 24 pages of up-to-date, complete, model-by-model spec sheets for all major brands and types of both gas and electric ranges.

And inserted in the middle of the spec sheets is an exclusive EM WEEK how-to-sell booklet — the information you need to know to cash in on the spectacular new range market about to open up.

Use this big package all year long — for buying and selling, for comparing your line with your competitors' and for training your salesmen.

Use the inserted coupon for extra copies of this and previous reports. Watch upcoming issues for more on other products you sell.

Specifications start on next page

AN EM WEEK EXCLUSIVE:

Specifications For 1961 Electric Ranges—

Free Standing, Drop-in and

SURFACE ELEMENTS

OVEN DATA

Model Nos.	Number ovens	Interior size HxWxD	Interior finish	Oven light	Element wattages bake	Element wattages broil	Element type	Type insulation	Oven door	Door window	Broiler elevator shelves	Meat ther- mometer	Rotis- serie	Other features	No.	Type (trade name)	Sizes	Thermo- statically controlled	Type (high speed, etc.)	
ADmirAL—Admiral Sales Corp., 3800 Cortland St., Chicago 47-18																				
Free Standing																				
3RG2	1	17x24x19	Porcelain		3500	3600	Hinged	High den- sity fibre	Remov- able							4	3-6", 1-8"			
3RG6		17x24x19		X	3500					X				Opt.			3-6", 1-8"			
3RG8		17x24x19		X	3500			glass—6		X		X	Opt.				2-6", 2-8"			
4RG2		17x21x19			3300			sides									3-6", 1-8"			
4RG4		17x21x19		X	3300												3-6", 1-8"			
4RG8	2	(1) 17x21x19		X	3300					X		X	Opt.				2-6", 2-8"			
		(1) 17x21x19 & 17x21x19																		
Drop-in																				
3RG1	1	17x24x19	Porcelain		3000	3000	Hinged	Fibre	Lift-off		X					4	Chromalox	3-6", 1-8"	X	Micro tube
3RG3		17x24x19			3000			glass									3-6", 1-8"			
4RG1		17x21x19			2800															
4RG3		17x21x19			2800															

RIGIDAIRe—Rigidaire Division, General Motors Corp., Dayton 1, Ohio

Free standing																				
RAW-3	1	17x16x19	Porcelain		3300	2700	2 Remov.	Fibrous	Station-					Removable	3		2-6", 1-8"			
RAW-4		17x16x19	Enamel		3300	2700		glass—	ary					knobs	4		3-6", 1-8"			
RS-30-61		15% ¹ /8x23x16% ¹ /8			3900	3600		all sides									2-6", 2-8"			
RS-35-61				X													2-6", 2-8"			
RD-30-61				X			1 Remov.													
RD-39-61				X			1 Stat.													
RCI-39-61				X			2 Remov.							X	Opt.	(2)			X	
RS-10-61																				
RDD-15-61		18x17x20% ¹ /2		X			2 Remov.													
RDD-20-61		18x17x20% ¹ /2					1 Remov.													
RD-20-61		18x17x20% ¹ /2					1 Stat.													
RCD-71-61	2	(1)																		
RI-55-61	1	18x17x20% ¹ /2													Opt.	(3)		X		
RCI-75-61	2	(1)												X	Opt.	(3)			X	
		(1) RH—18x17x20% ¹ /2, LH—11% ¹ /8x17x20% ¹ /2																		
High oven																				
RCDB-630-1	1	12% ¹ /4x26x15	Porcelain	X	3200	3200	Swing-up	Fibrous	Swing-up	X	Adj.			Opt.	Removable	4	Radiant	2-6", 2-8"		
RCIB-635	1	12% ¹ /4x26x15	Chrome		3200	3200	or down	glass					X		shelves &		2-6", 2-8"	1-8"	1-6"	
RCDB-640-1	2	(1)	Porcelain		(2)	(3)									guides oven					
RCIB-645	2	(1)	Chrome		(2)	(3)							X		door rel.			1-8"	1-6"	
		(1) RH—12% ¹ /4x20% ¹ /2x15, LH—12% ¹ /4x12% ¹ /2x15; (2) RH—3200, LH—2038; (3) RH—3200, LH—1600; (4) 1450, 1250, 2600																		

GENERAL ELECTRIC—General Electric Co., Appliance Park, Louisville 1, Ky.

Free standing																				
J299V	1	16x23x18	Porcelain		3750	3000		Glass wool	Remov- able							4	3-6", 1-8"			
J301V			Enamel				X													
J302V																				
J303V															Removable					
J304V										X					surface unit		2-6", 2-8"			
J308V										X			X		trim rings		2-6", 2-8"			
J400V																	3-6", 1-8"			
J401V																		2-6", 2-8"		
J402V							X													
J403V															Removable					
J404V										X					surface unit					
J405V	2	16x11x18			(1)	(2)									trim rings					
J408V	2	16x11x18			(1)	(2)							X	X						
					(1) 2650; (2) 2500															

TOP DATA

EXTERIOR DATA

CONTROL DATA

Wattages	Arrange- ment	Surface controls	Indicator lights	Spill Guard	Griddle & location	Type & location	Panel light	Clock and/ or timer	Appliance outlets	Timed or thermostat controlled	Control panel or backguard	Dimensions HxWxD	Exterior finish	Colors	Design features	Storage area	Other	Suggested retail price
1250-	Infinite		(1)	X							X	30"W	Porcelain	5		Slim- line	Opt.	Cleana- bility
2100-		X					Fluor.	X	1			30"W				Full wid.		
2400			X				Fluor.	X	2	1		30"W				Full wid.		
			X									40"W				Opt.		
			X				Fluor.	X	1			40"W				Opt.		
			X		X Ctr		Fluor.	X	2	1						Full wid.		
						(1) Stationary top												
1250 &	Divided	Infinite										30"Wx36"H	Porcelain	5			Clean- ability	139.75
2100						Rotary top		X Top				30"Wx36"H						179.75
												40"W						149.75
								X Top				40"W						179.75

AN EM WEEK EXCLUSIVE:

Specifications For 1961 Electric Ranges—

Free Standing, Drop-in and

OVEN DATA

SURFACE ELEMENTS

Model Nos.	Number ovens	Interior size HxWxD	Interior finish	Oven light	Element wattages bake broil	Element type	Type insulation	Oven door	Door window	Broiler elevator shelves	Meat thermometer	Rotisserie	Other features	No.	Type (trade name)	Sizes	Thermo-statically controlled	Type (high speed, etc.)
Drop-in																		
JMB1V	1	15x21x18	Titanium	X	3000 3000	(1)	Gls. wool	Lift off					Recessed	4	Calrod	3-6, 1-8		H-S
JMGCV	1	15x21x18	Porc. En.	X	3000 3000	(1)	Gls. wool	Lift off					top	4	Calrod	3-6, 1-8		H-S
							(1) Broil—removable, bake—tilt-up											

Free-standing																		
R37R6	1	22x14½x20	Chr. & Porc.	X	3000 2000	Stat.	Fiber-glass—	Stat.	X				X		4	2-6, 2-8		
530R6		25½x20x14½	Chr. & Porc.	X	3000 2800				X									
430R6		25½x20x14½	Chr. & Porc.	X	3000 2800		6 sides		X									
637R6		25½x20x14½	Porc.		2600 2000													
230R6		22x14½x18	Porc.		2600 2600													

Free-standing																			
RA101	1	15x16x20½	Porc. En.		3000 3700	Remov.	Alum. backed	Stat.							3	Calrod	2-6, 1-8		
RA201		15x16x20½						Stat.							4	Calrod	3-6, 1-8		
RB130		16x23x19						Remov.									3-6, 1-8		
RB15B																	2-6, 2-8		
R935B					X														
RB41B					X														
RB45B					X														
RB75B					X														
RC16B						3600													
RC36B					X														
RC38B					X														
RC56B	2	(1)			2	(2)													
RC66B	1				X														
RC68B	2	(1)			2	(2)													
		(1) Small oven: 16x11x19			(2) Small oven: 1900 & 2600														

Drop-in																			
RF15B	1	16x17½x19	Porc. En.	X	3000 3600	Plug Out	Fiber-glass—	Lift off						Cleanability	3	Calrod	2-6, 1-8		
RF25B		16x23x19													4		2-6, 2-8	1	
RF35B		16x23x19													4		2-6, 2-8	2	
RF37B		16x23x19					6 sides								4		2-6, 2-8	2	

High-oven																			
RD46A	1	17½x16x19	Porc. En.	X	3000 3600	Plug Out	Fiber-gls	Lift off	X				X	Cleanability	4	Calrod	3-6, 1-8	2	
RD47A	1	17½x16x19	Porc. En.	X	3000 3600	Plug Out	6 sides	Lift off	X				X		4	Calrod	3-6, 1-8	2	

Free-standing																			
R-110	1	14½x16x18½	Porc.		2700 2400	Bk-Hinged,	Glass	Stat.											
R-12		16½x23x16½			2600 3000	Br-Stat.	Fiber								4		3-6, 1-8		
R-35		16½x23x16½			2600		6 sides												
R-30M		16½x23x16½		X	2600														
R-42		17x17x19½			2400														
R-45		17x17x19½			2400														
R-40M		17x17x19½			2400														

Free-standing																			
934A	1	24"	Porc.		2400 3600	Hinged	Fiber-glass—	Stat.						Opt.	Remov.	4	3-6, 1-8		
934A		24"			X									Opt.					
938A		24"			X									Opt.	rack				
961A		20"												X	guides				
963A		20"			X									Opt.					
967A	2	20-11"	Porc.-Chr.	X										Opt.					

High-oven																			
902A	1	26¾"	Porc.	X	2000 3000	Sw-up	Fiber-gls	French	X					Opt.		4	Micro-tube	3-6, 1-8	
903A	2	26¾ & 24"	Porc.	X	2000 3000	or	Fiber-gls	French	X					Opt.		4	Micro-tube	3-6, 1-8	H-S
906A	2	26¾ & 11½"	Chr.	X	2000 3000	down	Fiber-gls	French	X					X	X	4	Micro-tube	3-6, 1-8	1

Free-standing																			
3510-2 mod.	1	Ovenmaster	Porc.	X	1880 3000	Rod	Fiber-glass—	Silicone	X	2 pc.				Leg levelers	4		1		
3510-2 mod.		Stylemaster					</td												

TOP DATA

1500	P-B	X	X		Fl.	X	1	1	BG	37W	Titan.	White	Trimline	LS & Btm.
2100	P-B		X		Fl.	X	1	1		30W				Btm. Dr.
2100	P-B		X		Fl.	X	1	1		30W				Btm. Dr.
2100	7-pos,									37W				Side
2100	Rot.					*				30W				

1250-		5-pos.,				BG	19½W	Titan.	White	Strt.
2050		Rot.				BG	19½W	Porc.	En.	Line
2050		4 P-B	X			CP	30W			Look
(5)			X		1					
1250-1600-										
2050-2600					Both	1				Btm. Dr.
2050-2600						1				Btm. Dr.
(6)						1				Btm. Dr.
(5)						1				Side &
1250-1600							40W	White		Btm. Dr.
2050-2600										Btm. Dr.
2050-2600										Btm. Dr.
2050-2600										Sd. & Btm.
(6)										Btm. Dr.
(5) 1250-2050-2600 (6) 1250-1600-2050-3200										
1250-2050	Div.	5-pos.,	X				24Wx23H	Br. Chr.	4	
(1)	Div.	Rot.				CP	29½W			
1250-1600-	Dmnd.	5-pos.,			Both	1	CP	x23H		
2050-2600	Dmnd.	P-B			Both	1	CP	x23H		
(1) 1250-2050-2600										
1250-1600-	Fld. Bk.	5-Pos.	X		Both		22½x28¾	Br. Chr.	4	Peak..
2600	Fld. Bk.	5-Pos.	X		Both		x23¾	Br. Chr.	4	Switch..

1250-2100	7-heat, Rot.					1	BG	20W	Titan	White	Built-in	
1250-2100	(2)	X						30W	Titan	White	Look	
1250-2100	(3)	X				Both	1	1		30W	Porc.	3
1500-2600				Fl.		Both	1	1		30W	Porc.	3
1250-2100	7-ht. Rot.							40W	Titan	White	Side Comp.	
1250-2100	(2)	X				Both	1	1		40W	Porc.	3
(1)	(3)	X		Fl.		Both	1	1		40W	Porc.	3

(1) 1500-2100-2600 (2) 5 heat PB 1 Inf (3) 5 heat PB 1 Th-controlled spinning element

1250-2100	8-pos.,	X				I	X	30W	Porc.	White	Square			
1250-2100	Rot.			X	X	1		30W		White	Design	Btm. Dr.		
1250-2600	Inf. Rot.	X	Sep.	X	X	1		30W		4		Btm. Dr.		
1250-2100	8-pos.,							36W		White		Lt. Comp.		
1250-2100	Rot.			X	X	1		36W		White		Dr. Comp.		
(1)	Inf. Rot.	X	Ctr.	X	X	1		36W		4		Drawer		
(1) 1500-2100-2600														
1250-2100	Div.	7-heat	X			X	1	64x30x26		Birch			Slide-	\$279.95
1250-2100	Div. -	7-heat	X		X	X	1	64x30x26		Birch			out	399.95
1500-2600	In-line	Inf	X	X	X	X	1	64x36x64		Birch			Cooktop	449.95

AN EM WEEK EXCLUSIVE:

Specifications for 1961 Electric Ranges—

Free Standing, Drop-in and

OVEN DATA

SURFACE ELEMENTS

Model Nos.	Number ovens	Interior size HxWxD	Interior finish	Oven light	Element wattages bake broil	Element type	Type insulation	Oven door	Door window	Broiler elevator shelves	Meat thermometer	Rotisserie	Other features	No.	Type (trade name)	Sizes	Thermostatically controlled	Type (high speed, etc.)	
MODERN MAID —Tennessee Stove Works, Chattanooga 1, Tenn.																			
Free-standing																			
D-368-P	1	16x19x15	Porc.	X	2000 3000	Hinged	Fiber-glass	Stat.	X		Opt.	Opt.	Cleanability	4		3-6, 1-8		H-S	
D-364		16x19x15																	
D-361		16x19x15																	
D-328P		24x19x15		X					X										
D-323		16x19x15																	
D-301																			
D-204																			
D-202																			
D-201																			
Drop-in																			
EU-1	1	18	Porc.		2200 3000	Sw-up	Fiber-glass		X		Adj.	Opt.	Opt.	Cleanability	4	Monotube	3-6, 1-8	Opt.	H-S
EU-1P			En.	X															
EU-2				X															
EU-2P																			
EU-2PF				X															
EU-2PYE				X		Pl-out			X										
O'KEEFE & MERRITT —3700 E. Olympic Blvd., Los Angeles 23, Calif.																			
Drop-in																			
21EGU	1	16x19x14			2200 2950	Stat.	Fibre-glas	Lift-off		X				Cleanability	4	Chromalox			
31EGU	1	16x24x14			2200 2950	Stat.	Lift-off		X						4				
High-oven																			
60	2	21½x11½x15½	Chr.	X	2375 3000	Stat.	Fibre-glas	L-Open	X	X	X	X	Cleanability	4	Chromalox		X		
50	2	21½x11½x15½	Chr.	X	2375 3000	Pl-Out	L-Open	X	X	X	X			4			X		
PHILCO —Philco Corp., "C" & Tioga Sts., Philadelphia, Pa.																			
Free-standing																			
30SS12		17x21	Porc.			Tilt-up	Glass	Remov.			Opt.			Cleanability	4		2-6, 2-8		
30SS14				X							Opt.								
30SS16				X					X										
30SS18				X					X										
40SS12									X										
40SS14				X					X										
40SS15	2			X					X										
40SS18	2			X					X										
Drop-in																			
30SC11	1	17x21	Porc.	X		Tilt-top	Glass	Lift-off	Opt.							4	JeTube	3-6, 1-8	H-S
PROLINE —Proline Inc., 1430 Second St. N., Wisconsin Rapids, Wisc.																			
Drop-in																			
2381	1	17x17x19½			1800 3000	Swing-up	Fiber-glas	Lift-off						1-piece top & oven	4				
GE WHIRLPOOL —Whirlpool Corp., St. Joseph, Mich.																			
Free Standing																			
HE3001	1	24x17x18½	Porc.		3000 3600	Bake: Lift-up, Broil: Stat.	Fiber-glass, Sides, Top, Btm.	Remov.						Auto-preheat, Heat Seal	4	JeTube	3-6, 1-8		
HE300				X															
HE340				X															
HE350				X															
HE370				X															
HE395				X															
HE400		16¾x17x18½		X															
HE440				X															
HE460				X															
HE495B	2			X-2															
Drop-in														(1) Kabob & Roto Baste opt.					
HE3000		24x17x18½	Porc.	X	3000 3600	Bk:sw-up	Fiber-glass	Lift-off						Cleanability	4	JeTube	2-6, 2-8	H-S	
HE3700		24x17x18½	Porc.	X	3000 3600	Br:Stat.	Lift-off	X							4	JeTube	2-6, 2-8	H-S	
MARSHAL —The Marshal Co., 250 Wayne St., Mansfield, Ohio.																			
Free Standing																			
ECKR-B2	1	16x24x19	Chr.	X	3000 3000	Lift-up	Fiber-glass	Stat.	X					Leveling Jacks	4	Chromalox	3-6, 1-9	X	H-S
ECK-B2				X					X										
EK-B3				X					X										
ECV-B3				Porc.					X										
E-B3				Porc.					X										
300-AII				Porc.					X										
366		13¾x16¾x20	Chr.		2200 2200			Remov.	X										
365				Porc.		2200 2200		Remov.	X										
High-oven																			
442-AG	2	(1)	Chr.	X	(2)	Swing-up	Fiber-glass	Left & Right Hand Open	X					Drop Down & Remov. Cutting Board on 40" Models	4	Chromalox	3-6, 1-8	X	H-S
442-S	2	(1)	Porc.	(2)	(2)														
441-BG	2	(1)	Porc.	(2)	(2)														
441-AG	2	(1)	Porc.	(2)	(2)														
436-AG	1	11½x21½x15½	Chr.		2200 3000														
436-S		11½x21½x15½	Porc.																
434-G		11½x21½x15½	Chr.																
431-G		11½x21½x15½	Porc.																
430-G		11½x21½x15½	Porc.																
PV442AG	2	(1)	Chr.		(2)														
PV436AG	1	11½x21½x15½	Chr.		2200 3000														
PV4316	1	11½x21½x15½	Porc.		2200 3000														
PV4306	1	11½x21½x15½	Porc.</td																

TOP DATA

EXTERIOR DATA

CONTROL DATA

AN EM WEEK EXCLUSIVE:

Specifications for 1961 Electric Ranges —

Free Standing, Drop-In and

OVEN DATA

SURFACE ELEMENTS

Model Nos.	Number ovens	Interior size HxWxD	Interior finish	Oven light	Element wattages bake broil	Element type	Type insulation	Oven door	Door window	Broiler elevator shelves	Meat thermometer	Rotisserie	Other features	No.	Type (trade name)	Sizes	Thermostatically controlled	Type (high speed, etc.)
High-oven																		
F24ARG	2	(1)	Porc.	X	2500 3600	Stat.	Fiber-glass	L&R	Opt.		X			4	JeTube		3	1
B24ARG	2	(1)	Porc.	X	42000 & 2400	Stat.	Open	Opt.		X			4	JeTube		3	1	
(1) L-oven: 19 $\frac{1}{2}$ x12 $\frac{1}{2}$ x15 $\frac{1}{2}$, R-oven: 13 $\frac{1}{2}$ x12 $\frac{1}{2}$ x15 $\frac{1}{2}$.																		

Drop-in																	Quick heat
DE710		15x19x19 $\frac{1}{4}$	Porc.	X	2700 3700	Swing-up	F-glass							4	TK		

Free Standing																	
1624		19x19x14	Porc.		2250	Stat.	Fiber-glass	Stat.						4	3-6, 1-8		
1424		21x19x15			3000									4	3-6, 1-8		
1124		16x19x16			3000									4	3-6, 1-8		
1123		16x19x16			3000									3	2-6, 1-8		

Free Standing																	
KAB40	2	(1)	Porc.	X	3950(3)3800	Remov.	Fiber-glass	Remov.	X	X				4	2-6, 2-8	1	
KB40	2	(1)	X		3625(3)2500		All		X								
KCB40		15 $\frac{1}{2}$	X				Sides										
KDB40		x22 $\frac{3}{4}$	X				&										
KEB40		x18					Door										
KFB40																	
KAB30					X 3950 3800				X	X	Opt.				3-6, 1-8	1	
KB30					X 3625 2500				X								
KCB30																	
KDB30																	
KEB30																	
KFB30																	
KER21		(2)			3125 2500												

(1) Mstr: 15 $\frac{1}{2}$ x22 $\frac{3}{4}$ x18, Econ: 15 $\frac{1}{2}$ x11 $\frac{1}{4}$ x18 (2) 16x18 $\frac{1}{2}$ x19. (3) Econ: 2525 & 250.

Drop-in																	
KTB-30	1	15 $\frac{1}{2}$ x22-	Porc.	X	3625 2500	Lift-out	Fiber-glass	Lift-off					Cleanability	4	Corox	3-6, 1-8	
KTB-30A	1	$\frac{3}{4}$ x18	Porc.	X	3625 2500	Lift-out	Lift-off							4	Corox	3-6, 1-8	

High-oven																	
KGB-30	1	14x21 $\frac{1}{2}$ x15	Chr.	X	3025 2900	Plug-out	Fiber-glass	Sw-lift	X	X				4	Corox	2-6, 2-8	1
KHB-30	1	14x21 $\frac{1}{2}$ x15	Porc.	X	3025 2900	Plug-out	Sw-lift	X						4	Corox	2-6, 2-8	

Specifications for 1961 Electric Built-In Ovens and Surface Units

Built-in																		
OVEN DATA																		
CONTROL DATA																		
Model Nos.	Number ovens	Oven type	Interior size HxWxD	Interior finish	Oven light	Element wattages bake broil	Element type	Type installation	Oven door	Door window	Broiler elevator shelves	Meat thermometer	Rotisserie	Clock and/or timer	Thermostat	Panel light	Type controls	Exterior finishes

ADIRAL — Admiral Sales Corp., 3800 W. Cortland St., Chicago 47, Ill.																	
R20B	1	In-Wall	16 $\frac{1}{4}$ x15-	Porc.		3000 3600	Plug-out	Fiber-glass	Drop-down		X			X	X		Porc.
R30B	1		$\frac{3}{4}$ x19 $\frac{1}{4}$	Porc.	X	3000 3600	Plug-out	Drop-down	X	X			Opt.	X	X		Porc.
FRAMCO — Chambers Built-ins Co., 2012 N. Harlem Ave., Chicago 35, Ill.																	
OEVI	2	In-Wall	15 $\frac{1}{2}$ x18x20	Gray	X	2300 3000	Swing-down	Fiber-glass		X				X	X	X	PB Dial
OE82	2			Porc.		2300	Swing-down	X					Opt.				Copper-lux. Chr. & Porc. Colors
DEC1	1					2300	Swing-down	Fiber-glass		X			Opt.				
OEB	1					2300	Swing-down	X					Opt.				
OE8	1					2000	Plug-out	Rock wool					X				
OE8-2	2					2000	Plug-out	Rockwool					X				
OE	1	S-on				2000	Plug-out	Rockwool									

RBB-93	1	In-Wall	18x17x20 $\frac{1}{2}$	Gray		3900 3600	Plug-out	Fibrous glass	Drop-leaf		Adj.						
RBB-94	1			Enamel			Plug-out	Drop-leaf					Opt.	X			Dial
RBB-94	1						Plug-out	Drop-leaf	X								
RBB-98	2		(1)				Plug-out	Drop-leaf									
RBB-98	1						Plug-out	Drop-leaf									
RBB-98	2		(1)				1 P-out,	Fren.									
RBB-98	2		(1)				1 Stat.	Drop-leaf	X								
RBB-92	2		(1)					(2)									
RBB-338	1		12 $\frac{1}{2}$ x26x15			3200 3200			Tilt-back	X							
RBB-335	1		12 $\frac{1}{2}$ x26x15			3200 3200			Y								
(1) Lower oven 11<																	

TOP DATA

EXTERIOR DATA

CONTROL DATA

Wattages	Arrange- ment	Surface controls	Indicator lights	Spill Guard	Griddle & location	Type & location	Panel light	Clock and/ or timer	Appliance outlets	Timed or thermostat controlled	Control panel or backguard	Dimensions HxWxD	Exterior finish	Colors	Design features	Storage area	Other	Suggested retail price
1250-2100 & 5000	In-line In-line						Both	2			40x38½x	Enamel	Grey					\$599.50 (3) 581.50 (3)
							Both	2			27½" (2)	Enamel	Grey					
											(2) 39¾" x 38½" x 27¾"	(3) Cabinet & hood extra						
1250-2100	Div.	7-Heat				(1)					24Hx24W	Porc.	6					\$258.88
1250-2100	Rotary	X	X						1		X	36W	Porc.	White	Square Look	Under Oven		
											30W			Square Look	Under Oven			
											20W			Square Look	Under Oven			
											20W			Square Look	Under Oven			
1600-2600	Inf. Rot.	X	X	Opt., 1-Ctr. Opt., 1-Ctr. Opt., 1-Ctr. Opt., 1-Ctr. Opt., 1-Ctr.			Fl.	Both	2	Tmd.	BG	40W	Porc.	4		Btm. Dr.		
							Fl.	Both	1	Tmd.				White		Full Wid.		
							Fl.	Both	1	Tmd.						Full Wid.		
							Fl.	Both	1	Tmd.						Full Wid.		
									1								Full Wid.	
		X		Opt.			Fl.	Both	2	Tmd.		30W		4		Btm. Dr.		
							Fl.	Both	1	Tmd.				White		Full Wid.		
							Fl.	Both	1	Tmd.						Full Wid.		
							Fl.	Both	1	Tmd.						Full Wid.		
									1								Full Wid.	
1250-2100	6-Pos. Rot.								1			21W						
1600-2600	Div.	Inf. Rot.							1			35½Hx31W	Porc.	5				
1600-2600	Div.	Inf. Rot.						Tmr.	1	Tmd.		39¾Hx31W	Porc.	5				
2600	Slide- in	Inf.		X			Fl.	Both	2	Tmd.		31¾x30x25	Chr. &				Shelf	
2600	Inf.		X					Both	1	Tmd.		31¾x30x25	Paint				(1)	

SURFACE UNITS

EXTERIOR DATA

ELEMENT DATA

CONTROL DATA

Dimensions HxWxD	Wall opening HxWxD	Suggested retail price		Model Nos.	Type	Number	Sizes	Wattages	Type (trade name)	Thermo-static control	Heats	Arrangement	Griddle data	Control type	Indicator lights	Finishes	Dimensions DxWxL	Suggested retail price
30% ₁₆ x23% ₄ x	27% ₄ x21% ₄	129.95		RS30	D-in	4	3-6, 1-8	(1)	Chromalox	Inf.	Div.		Dial	X	Porc. & Chr.	2½x21x23	80.00	
25% ₁₆	x23% ₂	149.95					(1) 1250-1500-2100											
23% ₈ x39% ₈ x23% ₈	38x22x23% ₈			TI-33	Drop-in	4	2-6, 2-8		Chromalox	4	Inf.	2-St.,	Dial	X	Porc. & Chr.,	3x32% ₈ x20		
x23	38x22x23% ₈			TI-21	Drop-in							2-I-L				5x21x21		
"	38x22x23% ₈			TOR-33	Drop-in							2-St.,				4 clrs.	3x34x21	
"	38x22x23% ₈			TO-42	S-on							2-I-L	In-A-Top			"	8x42x25	
28% ₄ x26% ₄ x25																		
26x24x25																		
29% ₁₆ x23% ₄	28½x21½	139.95		RBB-102							Inf.	Staggered	Opt.-Access.	Dial		Porc. & Chr.	3¾x21x23	104.95
x23% ₄	x23% ₄	174.95		RBB-100								Staggered		X	Porc. & Chr.	3¼x20½	114.95	
"	"	189.95		RBB-101								Staggered			Porc. & Chr.	x32½	145.95	
(3)	(5)	309.95		RBB-201							1	Staggered			Porc. & Chr.	"	160.95	
(4)	(6)	179.95		RBB-81								In-line			Chr.	17¾x23½	106.95	
44% ₈ x23% ₄	44x21½	334.95		RBB-82							1	In-line			Chr.	17¾x23½	131.95	
x23% ₄	x23% ₄	349.95		RBB-84							1	In-line			Chr.	17¾x47¾	221.95	
"	"	344.95																
27½x23x30½	26x30½	264.95																
x17½	x18½	304.95																
(5) 44x21½x23% ₄	(6) 28½x21½x23% ₄																	
24½x24% ₄				JP72B	Drop-in	4	2-6, 1-8	1250-2050	Cairo		7	Par.	PB		Br. Chr.	3¼x23x21		
x23% ₄				JP76B		4	2-6, 2-8	(1)				Stag.		X	SS	(4)		
(1-a)				JP80B		2	1-6, 1-8	1600-2600				I-L			Mt	(5)		
24½x24% ₄				JP85B		4	2-6, 2-8	(2)				Stag.			Match	5½x30¾		
x23% ₄				JP88B		4	2-6, 2-8	(3)		1		Stag.	Opt.		"	x21%		
(1-a)				JP84B		4	2-6, 2-8	(2)				Stag.				"		
1-a) 44½x24% ₄ x23% ₄				JP86B		4	2-6, 2-8	(3)		1		Stag.	Opt.			"		
									(1) 1250-1600-2050-2600	(2) 1250-1600-2050-3000	(3) 1250-1600-2050-3200	(4) 5½x30¾x21¾	(5) 5½x30¾x21¾					

35% x 23%	34 1/2 x 22%		E-416	D-in	4	2-S, 2-L	1250-2100	Chromalox	Inf.	Clus.	Inf.		Chr. & 5	(1)
x 23 1/4	x 24													
(1)	(2)													
(1) 25 1/4 x 23%	x 23 1/4	(2) 24 x 22% x 24												(1) 25 1/4 x 21 x 26 5/8

AN EM WEEK EXCLUSIVE:
Specifications for 1961 Electric Built-In Ovens and Surface Units

Built-in		OVEN DATA												CONTROL DATA						
Model Nos.	Number ovens	Oven type	Interior size HxWxD	Interior finish	Oven light	Element wattages bake	Element wattages broil	Element type	Type insulation	Oven door	Door window	Broiler elevator shelves	Meat thermometer	Rotisserie	Clock and/or timer	Thermostat	Panel light	Type controls	Exterior finishes	
HOTPOINT—Division, General Electric Co., Louisville, Ky.																				
RJ15B	1	In-Wall	16x17½x19	Porc. Enamel		3000	3600	Plug-out	Fiber-glass 6 sides	Lift-off						X		Dial	7 Cirs.	
RJ34B	1					X										X				
RJ35B																				
RJ65B																				
RJ76B																				
RJ77B																				
RJ85B	2																			
RL35B	1		16x23x19																	
RL75B	1		16x23x19																	
KENMORE—Division, General Electric Co., Louisville, Ky.																				
44010	1	In-Wall	18x18x18	Porc.		2400	3600	Swing-down	Fiber-glass	Lift-off						X	X		Chrome	
44210				Porc.	X															
44310				Porc.																
44410				Chrome																
44510																				
45410			18x24x19																	
45510			18x24x19																	
MAGIC CHEF—Manufacturing Inc., Cleveland, Ohio																				
2811-4WC	1	In-Wall	15x20x18	Grey	X	4.7 KW										Clik.		Fl.	Br. Chr.	
2811-3WC	1	In-Wall	15x20x18	Porc.	X	4.6 KW										Clik.			or Copper	
2811-1			15x20x18			4.5 KW													tone	
1811-4WC			15x16x19			X	4.7 KW									Clik.		Fl.		
1811-3WC						X	4.6 KW									Clik.				
1811-1						4.5 KW										Clik.				
1711-4WC			(I)		X	4.7 KW										Clik.		Fl.		
1711-1			(I)			4.5 KW														
(1) Service drawer below oven: 7x14x17																				
G-518	2	In-Wall		Porc.	X	2000	3000	Swing-down	Fiber-glass			X	X			Both	2		Dial	
CA-518	2	In-Wall										X				Clik.	2		Porc.	
CA-518	1											X				Clik.	1		or SS	
G-618																				
G-618																				
TC-618																				
CA-618																				
CA-524																				
CA-524																				
EDISON—Division, General Electric Co., Louisville, Ky.																				
E0103PR	2	In-Wall	18"	Porc. Enamel	X	2200	3000	Swing-down	Fiber-glass		X		X	X	Clik.	X		Inf.	Br. Chr. & Porc. 7 Cirs.	
E033PR																				
E033PR																				
E073PR																				
E073P																				
E063PR	1																			
E063P																				
E053P																				
E023PR																				
E023P																				
E13																				
QUEEN MARY—Division, General Electric Co., Louisville, Ky.																				
538		In-Wall	13x18x20		X	2950	3000	Stat.	Fibre-glas	Lift-off	X	X	X	X	X	X	X	PB	Decr. clrs.	
520																				
518																				
443																				
320																				
318																				
310																				
PHILCO—Philco Corp., "C" & Yonge Sts., Philadelphia 34, Pa.																				
24SB12	1	Stk-on	18x18x14½	Al. St.		2400	2000	Swing down	Glass					X			X	X	Dial	Porc. & Chrome 4 Cirs.
24SB12-2			18x18x14½	Alum.		1600	1600													
24SB14		In-Wall	18x18x14½	Al. St.		2400	2000	Swing-down												
30SB14			17x22x12	Porc.	X	3250	3000	Swing-down		L-off	Opt.									
PREWAY—Preway, Inc., 1430 Second St. N., Wisconsin Rapids, Wis.																				
2305	2	In-Wall	17x17x19½(1)	Porc.	X				Fibre-glas	L-off	X			X std.	X auto.	X	X	PB	SS & 4 co	
2385	1		17x17x19½									X		X					SS & 4 co	
2384			17x17x19½									X acces							St. Chrom	
2301			17x17x19½																& 1 col	
2300			17x17x19½																St. Crm & cols	
2307	2		17x17x19½(1)		X							X		X std.	auto					
(1) Second oven 12¾x17x19½(1)																				

SURFACE UNITS

AN E.M. WEEK EXCLUSIVE

Specifications for 1961 Electric Built-In Ovens and Surface Units

Built-in	OVEN DATA												CONTROL DATA						
	Model Nos.	Number ovens	Oven type	Interior size HxWxD	Interior finish	Oven light	Element wattages bake broil	Element Type	Type insulation	Oven door	Door window	Broiler elevator shelves	Meat thermometer	Rotisserie	Clock and/or timer	Thermometer	Panel light	Type controls	Exterior finishes
NECO—Norco, Inc., St. Paul, Minn.																			
ME14	1	In-wall	17x16½	Porc.	X	3000 3600	Bake: Swing-up, Br. Stat.	Fiber-glass	Lift-off						X	X	Dial	Porc. & Br. Chr., 5 Clrs.	
ME15	1		" x18½"				"												
ME155	1		" "				"												
ME19	1		" "				"												
ME1950	2						"												
ME25	1		17x24x18%				"												
ME29	1		17x24x18%				"												
ME2900	1		14x21x14				Stat.					X							
TAPPAN—Tappan Co., Zelienople, Pa., Mansfield, Ohio																			
EOKNR730	2	In-wall	15x16x20 & 9¾x16x20	Chrome	X	2200 2200	Swing-down	Fiber-glass	Lift-off	X				X	X	Both	2	X	Dial Lusterloy 5 Clrs.
EOKNR530	2			Porc.													2		
EOKNR710	1		15x17x20	Chrome	X									X	X		1		
EOK510				Chrome															
EOV510				Porc.	X														
EOS510				Porc.															
EOS540				Porc.															
EOT18				Porc.	X														
THEMADOR—Themador Div., Norrie-Themador Corp., 511 N. Industrial Blvd., Los Angeles 23, Calif.																			
W018A	1	In-wall	18x18x19½	Porc.	X	3000 3600	Stat. & Plug-out	Fibre-glass	Opt.	X					X	X		Inf.-Dial Porc. & SS	
W018AR	1													X					
W0218ARG	2																		
W0218ARH	2																		
DT520R	2		(1)																
W018ARH	1																		
TSO	1																		
TS20G	2		(1)																
WASTE KING UNIVERSAL—Waste King Corp., 3300 E. 30th St., Los Angeles 38, Calif.																			
RE916RR	2	In-wall	14x17x20 (1)	Porc.	X	(2)	Swing-down	Fiber-glass	Lift-off	X				X	Both	2	X	Inf.-Dial Porc. & Br. Chr., 5 Clrs.	
RE925RR	1	In-wall	15x19x19½			2700 3700								X		X	X		
RE717CG	2	In-wall	14x17x20 (1)			(2)	"	"	Lift-off					Opt.		X	"		
RE725CG	1	In-wall	15x19x19½			2700 3700	"	"						Opt.		X	"		
WELBILT—Welbilt Corp., 57-18 Flushing Ave., Maspeth 7B, N.Y.																			
1913	1	In-wall	14x19x19		X		Swing-down	Fiber-glass		X					X	X		Dial Porc. En.	
1912	1	In-wall	14x19x19												X	X		Dial or	
1911	1	In-wall	14x19x19				"	"								X		Dial Br. Chr.	
WESTINGHOUSE—Westinghouse Elec. Corp., 246 E. 30th St., Mansfield, Ohio																			
OAB30	1	In-wall	15½x22½	Porc.	X	3950 3800	Plug-out	Fiber-glass	X	X				X	X	Both	X		Dial Porc. & Br. Chr., 4 Clrs.
OB830	1	In-wall	x18											X					
OB830	1	Stack-on	"											X					
OB830	1	Stack-on	"											X					
OAB21	2	In-wall	15½x16½																
OB821	1	In-wall	x19½																
OCB21	1	In-wall	"																

Specifications for 1961 Gas Ranges—Free Standing, Drop-in and High-Oven

OVEN DATA															BROILER				
Model No.	Gold Star	Number ovens	Interior size HxWxD	Interior finish	Oven light	Burner input BTUs	Type ignition	Type thermo-control	Oven door	Door window	Location	Features	Type shelf	Meat thermometer	Rotisserie				
The Auto Stove Works, New Athens, Tenn.																			
Free-standing																			
ALI45L		1	14½x20x19	Porc.	X	20,000	Matchless	Robertshaw, Lo-Temp	Porc.	X	Below oven							Roll out	
ALI45G																			
ALI46L																			
ALI48L																			
ALI48T																			
CLI15			14½x25x19			22,000													
CLI45			14½x25x19			22,000													
CLI46			14½x25x19			22,000													
CLI48			14½x25x19			22,000													
EL115			14½x20x19			20,000													
EL135																			
EL145					X									X					
EL146					X									X					
BS915L																			
BS935L																			
BS945L					X									X					
BS945G					X									X					
FL11																			
FL13																			
FL14					X									X					
BROWN FEATURAMIC—Brown Stove Works, Inc., Cleveland, Tenn.																			
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A262-L	X		14x24x19	Porc.		22,000	Needle		Enamel										
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NEW

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²
**EM
WEEK
BASIC
INFORMATION
SERVICE**

Use this special report as a guide to the new product and merchandising concepts which will spectacularly revitalize your range volume and profits during the decade ahead. EM WEEK's Howard Emerson traveled thousands of miles and interviewed scores of manufacturer, distributor and dealer executives to compile this new how-to-sell information. Use it to help you stay on top of the boom to come.

**AS RANGES
ENTER A NEW ERA
OF VOLUME
AND PROFIT...**

Here's How The Market Shapes Up

The facts and figures in everybody's book spell out only one thing: The dealer who gets on the range bandwagon today can enjoy a decade of increasing sales and better profits.

This is no idle dream. And you'll see why as you read the results of EM WEEK's penetrating research on this and the following pages.

All levels of the gas and electric range industry are beginning right now to move at a faster pace. And in 1963 or so you will see a boom in ranges not equalled in white goods since the automatic washer rejuvenated the home laundry business in the years following World War II.

To keep you on top of this boom to come, you will need new information to work with.

On the following pages you will find out why ranges are beginning to roll ahead, how to use a special eight-point program to capture a big share of this expanding market, how to get more sales month-by-month, all year long by using EM WEEK's exclusive Range Promotion Calendar, what to say to close a deal with the balky prospect and what the language of the new ranges says.

But first, take a look at the range business today in light of future possibilities and past performance.

TAKE A LOOK AT THE FUTURE

Dealers, distributors, utility executives, manufacturers, home magazine editors, industry associations—all of these told EM WEEK in scores of personal and mail interviews that ranges are on the threshold of a new era. Here are some of their predictions:

The gas industry sees a 28% increase in gas range sales during 1960-1965 compared with the previous five years, according to the American Gas Assn. That's 13.29 million units for '60-'64 against 9.39 million for '55-'59.

The electric industry sees an increase in electric range sales of up to 10% in 1960-1964 over 1955-1959. Although the National Electric Manufacturer's Assn. does not make official guesses, a composite of member companies puts the estimate at a conservative 5% increase, up to nearly 8 million units for '60-'64.

Home economists look for a general increase in range sales as soon as the U.S. economy returns to normal—so said five leading home economy editors of five national women's magazines.

Most utility executives see range sales back to normal by 1962. Three of the largest utilities expect a 40% increase over the next 10 years. Another sees a 30% jump. Others expect normal replacement at the present rate.

Dealers and distributors view the next few years with enthusiasm which varies with locale. But nearly 75% of EM WEEK's sample expects to gain bigger range volume each year from now on.

REAPPRAISE THE PAST

As you can see from the charts on the opposite page, your range sales during the past five years have been affected by three main industry-wide and country-wide trends:

Unit sales declined slowly over the past five years. This was true for both gas and electric ranges and represents the last half of a 10 year trend.

Dollar sales, however, rose appreciably during the same period, partly because of an inflating economy, but also because you have been selling higher-ticket ranges. In 1955 the average electric range sold for \$265. In 1960 it sold for \$280. Similar

trend for gas ranges: In 1955 the average was \$95 a unit; in 1960, \$150 per unit.

Built-ins have accounted for an increasing share of total range sales while free-standing ranges have declined. But from all indications another category of ranges now appearing on the scene will grow even faster than built-ins.

These are the simulated built-ins. They represent a new concept in ranges and require a new approach to range merchandising. In this report you will read much more about them and how they will revitalize the range business in the next few years.

The past growth of true built-ins means that the public is sold on the built-in look. Now you will be selling that look in a package which more consumers can afford.

RECOGNIZE THE PROBLEMS

During the 1950's the gradual decline of dealer range sales were the result, in part, of these conditions:

Ranges last too long. Although this fact is a compliment to the quality which manufacturers have built into their product, it is evidence that you cannot depend on the "wearing out process" alone to bring you new sales.

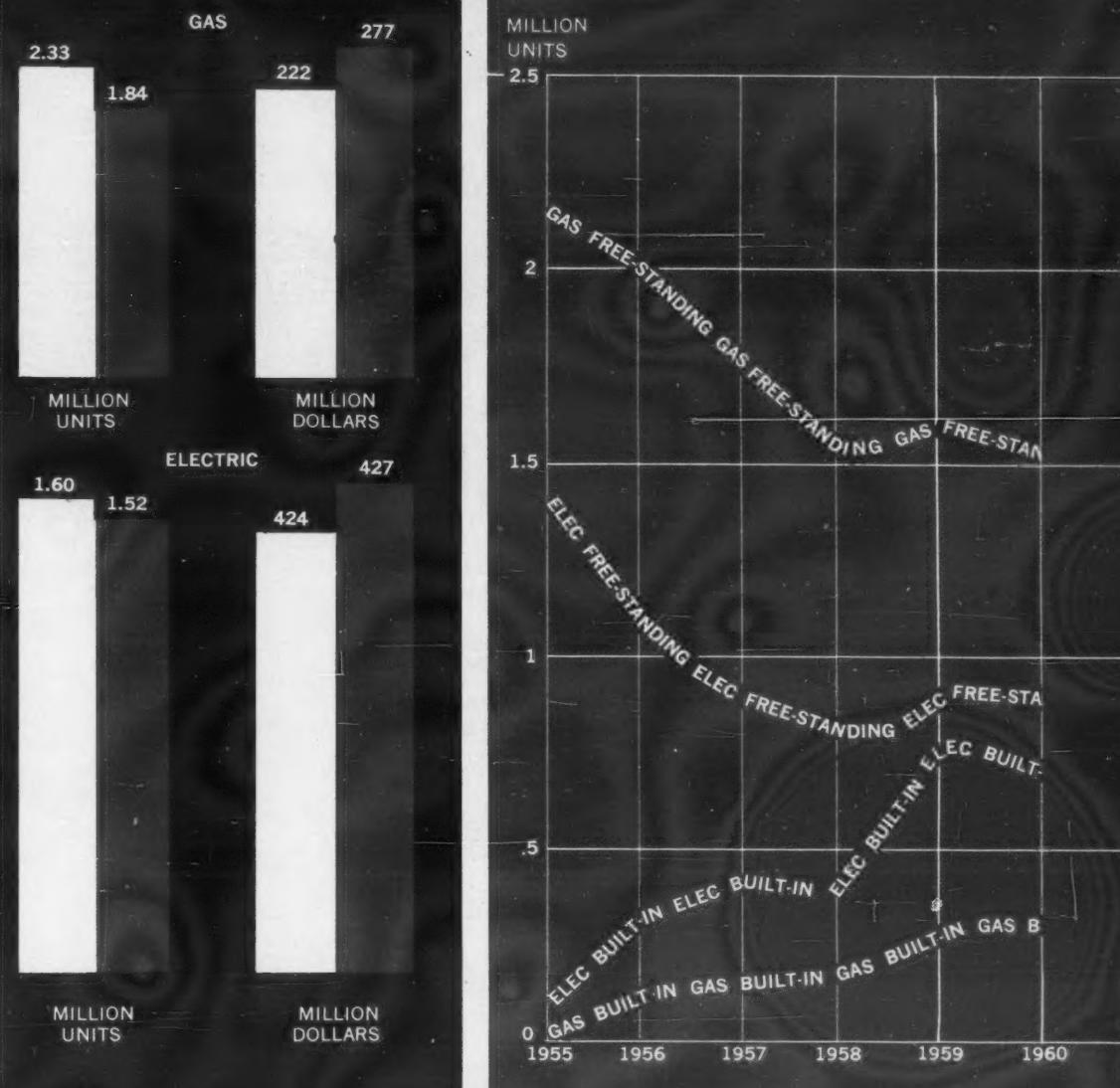
Average life of a gas or electric range is close to 15 years. 33% of all electric ranges in use today are more than 10 years old. 41.6% of all owner-used gas ranges in use are more than 10 years old.

Utility apathy has been another problem. Both gas and electric companies have not put their full promotional force behind replacement sales. They have often been content enough with existing loads. Some still compete with you for retail sales.

Builder sales policies of some manufacturers have hurt dealers. When builders are permitted to buy direct both built-in and free-standing ranges in small or single lots, the manufacturer competes with his retailer. Promises that this policy will change have not been kept.

For how these problems will be solved, turn the page.

In The Past Five Years . . .
Dollar volume rose as units declined . . . and built-ins rose as free-standing dropped.



Here's What Will Start Ranges Rolling..



BIGGER FAMILIES



MORE LEISURE
TIME AT HOME



GROWING SUBURBIA

So many promising factors are present in any view of the range industry's coming decade that any one of them will assure some increase in range sales. Taken together, they point toward unlimited opportunity. These are the factors:

NEW DESIGN CONCEPTS . . .

have already begun to herald a rebirth of the range business. The built-ins of the past decade spawned these new concepts (see illustration at right), and these consoles, drop-ins, slide-ins, set-ins and stack-ons will outdate all existing free-standing ranges.

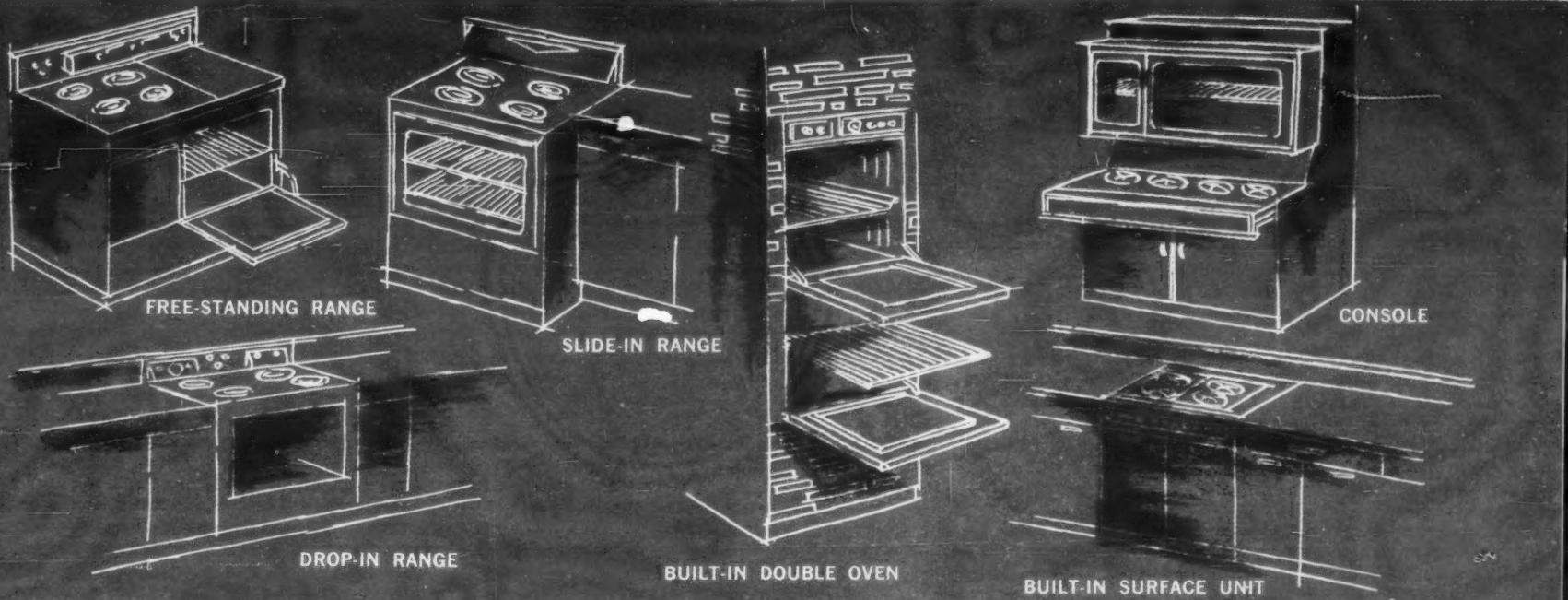
The traditional concepts will be overthrown. Desires long since created by publicity given to built-ins can now be fulfilled in all economic brackets with the new "non-built-in built-ins." You can sell specific designs to meet the specific needs of every family. This has already been one of the reasons for the success of true built-ins among the wealthy.

But, free-standing ranges will get more attention as a result. Particularly the deluxe models. There will always be women who don't want the new-fangled designs, but they will have been exposed to and will want the deluxe features. The new designs will lure them away from the traditional concept of the "cook stove" and its association with long hours of hot, hard work in the kitchen.

NEW CONSUMER NEEDS . . .

are coming to the fore to create demand for the new concepts in range design. Here is how experienced home economists view the changing pattern of range buying:

Bigger families are the rule, and they have more concern with cooking equipment. Double ovens, warming ovens, better range placement in busy kitchens are wanted and will be paid for as a necessity.



More leisure will mean more interest in specialty cooking for an increasing number of families. With that interest will come more desire for the type of ranges that provide the features which will make specialty cooking easy and practical. Eye-level ovens, slide-out surface burners, and rotisserie attachments will gain more favor.

More social life at home will be a major sales impetus to the non-built-in built-ins which you will be featuring from now on. Women (and men) like to show off kitchens during home entertaining, and this consideration has already played a part in sales of true built-ins. One home economist points out to EM WEEK that the trend to separate dining rooms is an automatic sales indicator of the desire for better ranges.

The trend to suburbia is putting thousands of families with purchasing power into areas where, unless they buy tract homes, they must figure on

remodeling. A new range becomes a must for these ex-city dwellers. And they will be looking to you to meet their special needs.

A NEW KIND OF CUSTOMER . . .

is another factor to consider in planning for the bigger range market ahead.

Watch for these changes in your women customers to match the new concepts in the ranges you will be selling:

An educated and travelled woman will be your range prospect in 1963-1973. She will have seen many new ways to cook and been educated to use the simulated built-ins. Many women will have had home economics training in schools using the latest equipment. Others will have been exposed to the modern kitchens of parents or friends.

Talk to late teen-agers—as EM WEEK did—and you will find ardent supporters of the modern

kitchen. They expect to begin marriage with as modern a kitchen as their mothers have—and build from there. If it's your daughter, that's rough. But it means good business for you when the new marriages start spiraling upward in 1963 or so.

And chances are your new range prospect will be a status seeker. Today, in circles which can afford built-ins, the woman who has one is "in," the woman who does not is "out." Now that the simulated built-ins are appearing on the scene, they are much desired by women who keep up with the Joneses. These women will replace their ranges long before the normal trade-in date.

And she will use new kinds of foods. Changes in food processing and marketing in the decade ahead can result only in more demand for more modern ranges. Home economists told EM WEEK that frozen specialty foods demanding cooking tech-

niques different from the normal routine will be a prime factor in moving women to consider their present ranges as old hat.

THE ECONOMY WILL ZOOM

Take a look at the chart below. There you will see just one reason why the new range market will expand beyond your fondest dreams.

"When the war babies start marrying in 1963," one of the top ranking government economists in the U.S. Bureau of Labor Statistics told EM WEEK, "hold your hats. It will be the biggest boom in the nation's history." His predictions are carried out in U.S. Census figures below. And all this growth is in addition to the replacement market which will also build up during that period.

Disposable income, the amount consumers have to spend after taxes, will also grow, giving home-makers the money that's necessary to build your range volume to profitable levels.

The authoritative McGraw-Hill Department of Economics forecasts that disposable income of U.S. consumers in 1965 will be approximately 25% higher than in 1960. In 1970 it will be 53% higher and in 1975 it will be 87% higher.

And old people, too, will mean more business for range dealers. The steadily increasing number of retired couples economically secure because of social security, pensions and savings will make the "senior citizen" market very important.

The second-range market will increase as the nation's economy provides more leisure and more

money to be used for summer homes, hunting and fishing cabins and the like.

And the used range market will grow in importance. Earlier replacement because of the demand for new concept ranges will give you better quality trade-ins for resale. Both new family starts and second-range market will eat up your used range inventory.

Competition between fuels will also help draw attention to modern ranges. Many millions of dollars will continue to be spent by utilities and associations to sell the advantages of gas or electric appliances — ranges included.

MORE NEW RANGE IDEAS AHEAD

New design concepts, new consumer needs, a new kind of customer and a zooming economy are factors which promise spectacular growth for the range business in the decade ahead.

These factors can be seen at work today. But tomorrow, these following new range ideas — including the possible as well as the blue-sky type — could make your business even more promising:

A breakthrough in the 220 volt requirement — 110 volt ranges requiring no special installation.

Revolutionary new heating elements for surface burners. Many laboratories are working on them.

A lower-priced electronic oven. Many manufacturers see this possible by 1965.

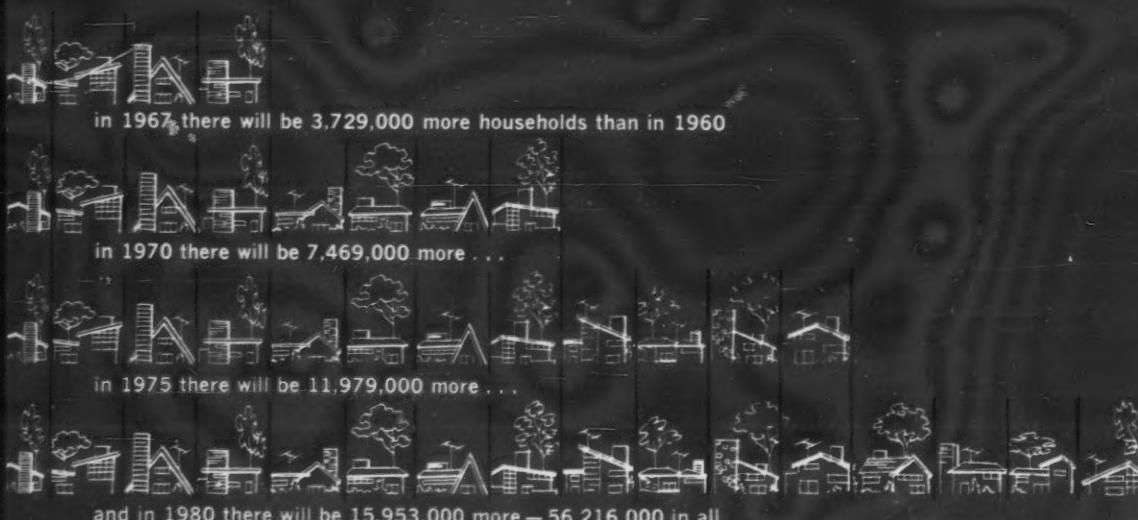
A new fuel. Atomic pills. Solar Cells.

A new way to cook. Electronic radio wave and infra-red cookery is in use today. Educational programs for the mass consumer are already underway.

NOW IT'S UP TO YOU

In the preceding pages you've seen how the range market looks today, how it will grow and why it will grow. In the following pages EM WEEK shows you how to cash in on it.

War baby marriages will boom "new household" market
(each symbol equals one million households)



You Can Sell The New Concept In Ranges With This Exclusive 8-Point Program

Only you can do something about getting your store active in the coming era of more volume and more profits from ranges. It's trite but true. Some of the industry's increasing volume will rub off on you by attrition, but not enough to be worth writing or reading about. But with attitude and activity, your future is promising.

You'll need an attitude toward ranges, a feeling of confidence that ranges are a good product to sell, that there is an increasing market for them, that you have something worthwhile to sell that will be good for your customers—and that ranges will make a profit for your store. EM WEEK has planned this booklet to give you the basis for developing such an attitude.

You'll need a program that will steadily increase your importance in the marketing of ranges in your community or service area. With a well-thought-out merchandising effort you can put yourself in a position to move with or ahead of the rising tide of the new range market.

To help you, EM WEEK analyses here the full scope of range merchandising at dealer level and follows with a year-long calendar of range promotion activities. Together they form a range profit-package for dealers who want an active part in the new era of the range business.

1. LET WINDOWS MOVE RANGES

If you have any street traffic, plan now to make your windows pull in range prospects throughout the year. Remember these points:

- Unless you're offering a real special on which you have full profit, keep the leaders out of the window. Bargain hunters will seek out your leaders; don't waste space on them.
- Much better is a steady rotation of the new models, the ones that represent the new concepts—an eye-level console, a drop in, a slide in, a built-in—combined with a deluxe free standing range.
- Use cabinets with consoles and other simulated built-ins. Then spend a buck for a sign that makes it clear to all passers-by that no expensive installation is needed to have these new type ranges. Why let them guess?
- Always keep one range in a refrigerator window—preferably one in color matching one of the most popular refrigerator models. Start window lookers thinking of the whole kitchen when they think refrigeration.
- Keep windows up to date, or forget them. Have something in each window to indicate "right now." Tie in with holidays, vacations, outdoor living, schools or the ever-changing seasons. See EM WEEK's Promotion Calendar for month to month suggestions.

2. USE FLEXIBLE FLOOR DISPLAYS

A free-standing range stands free in kitchen or store, but the non-built-in built-ins need props to enable the prospect to visualize how the range will look in her kitchen. Here are displays you can use:

One built-in and operating kitchen is still worth every cent of its cost to the dealer who wants more than a token volume of range business.

Make it the location for showing your top-profit built-in range, built-in refrigerator and freezer, undercounter dishwasher and disposer. Get help from your distributor on this.

EM WEEK will show later how this kitchen can be the center of range sales producing promotions, and in future Basic Information Series Booklets will show how it can sell other kitchen appliances.

Right now think of it as a base from which you can start down (if you are not in the kitchen contracting business); a place where you start qualifying prospects who don't come in with a particular range in mind; and as a place to start down with the couples who want to remodel until they hear the cost.

Put your simulated built-ins right next to the complete kitchen. Let the remodeling enthusiasts com-



pare. Let the free-standing prospect see that the built-in look can be hers without the cost which made her discount the possibility of a built-in.

Use cabinets under or around the consoles, drop-ins and slide-ins, just as was suggested for the windows. Without cabinets, these models look too much like the free-standers you are trying to steer the prospect away from. The cabinets give you something to touch when you talk, something to simplify the prospect's visualization of the new concept in ranges in her kitchen. Such displays can be a major factor in your getting prospects to replace 5 to 10 year old ranges.

Spread ranges around the store to the extent you can spare space. Put a deluxe colored free-standing model with the refrigerators. Have one in the laundry department, even if you use it as storage space for your spec sheets and line folders.

But—much of the value of these displays in other departments is lost without a well-thought-out "package" arrangement that will hook any refrigeration or laundry customer who shows any interest in the range. Tag those ranges at full list, then be ready with an irresistible whopping discount if the range is taken with the other appliance—a discount that represents "the store's savings in delivery, billing, etc."

Put your free-standing ranges in island displays of three units with a round table holding a plant in the center. Very effective.

3. DISPLAY ANYWHERE

Part of your program for more range sales depends on exposure—you've got to get people with 5 to 10 year old ranges interested in replacing them with the new concepts.

That's the reason for detailing window and floor display above.

It's a reason, too, for you to grab every opportunity to get your new ranges in front of people who aren't at your store and who won't go there unless you go to them first.

Here are some suggestions to be selected or adapted to your locality:

Get into local home shows with one each of your range models—and have a built-in as a traffic builder. Have a hot stove if power can be obtained. Several ways to make that live range pay off are described later.

Fairs, local or county, are steady year-to-year sources of prospects. But, before you use your own money for display space, check with your distributors. They may have space for all their dealers to share, or they may have co-op money for this type of promotion.

If not, see your utility. Most of them have to take space at the fairs and often this is split up for dealers' use.

However you get to the fair, take this advice of experienced fair-going dealers: Man your displays at all times, serious prospects often select off-traffic hours; don't collect names en masse—qualify visitors' interest in ranges or other appliances before putting them on your prospect list for follow-up.

Grab every opportunity to get a range display in your utility's showrooms. Most non-merchandising utilities make this a regular program.

And, while you may not afford someone to man the display—often the utility has a home economist in the area—have a means of getting interested prospects to your store. A drawing or a premium can be used.

4. PROMOTE BY YOURSELF

You've agreed, if you've gone this far, that you are going after more range business. So here are some of the prospect-building techniques you can have a go at by yourself:

Get action into displays; get attention from motion. Even if it is only a blinking light in the eye-level oven of a console range, have something to draw people's attention.

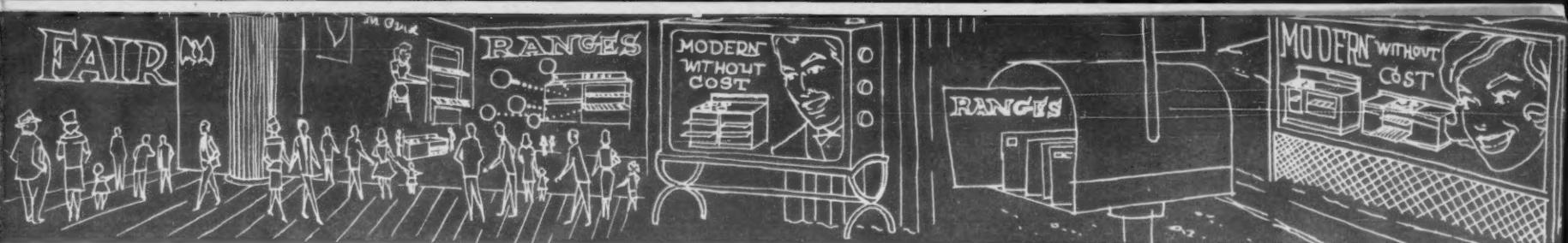
A variety of moving displays are supplied by manufacturers. Or you can make your own—even a flipping card hooked to a small motor and reading on one side, "you get the modern beauty of built-ins," and on the other, "withOUT expensive installation costs."

Use the hot stove technique to get prospects by one of many means:

- For off-peak periods you can always have a coffeemaker operating out of the range outlet. Take qualified prospects (for any appliance) to the range for a cup. Use the coffee break for a range demonstration.
- During peak traffic periods use the ranges to prepare hot foods. Biscuits, to go with honey or jam, work in small communities and shopping centers.
- Use the new features to get attention. Put a roast on the spit and barbecue it with the door fully open. Shine a bright but not disturbing light on the roast. Use a console or built-in oven to get the demonstration at eye level.

A barbecue is one of the surest, if not only, ways to get and hold the attention of men while you tell your story. And, remember, you can always eat your promotion piece.

Use trade-in promotions frequently, but carefully.



As the number of new marriages starts spiraling in 1963-'65, you will be in a better position to trade because of the increased demand for good used ranges. And as you push the new concept in ranges to force replacement of ranges only 5 to 10 years old, you will be getting good trade-ins for resale. Vary your trading ideas through the year, and don't forget the old promotions:

- The "Old Range Roundup" under any name you think up remains a standard that you can use once a year.
- A newcomer in trade-in promotions stems from the advent of consoles and drop-ins. Offer a base cabinet to match the customer's present cabinets in exchange for the old range. It'll cost you \$25 to \$45 for such a cabinet, but on these high-ticket units it can be profitable.
- Other exchanges for old ranges are possible, and usually better business than an outright cash discount or high trade allowance. Try offering a rotisserie for the old range when selling a new range on which this isn't standard equipment. In spring and early summer offer a charcoal brazier for patio use in exchange for the old range.
- Call attention to your new concept ranges and promote trades with a window or in-store display contrasting a real old coal stove between a deluxe free standing and a console or drop-in.

Once a year, tie the display to an "oldest range in town" promotion.

Cooking schools are a range's best friend. Consider these angles:

- Get the utility or your distributor to pick up most of the tab as well as to supply the instructor. Most have a program and funds for this type of promotion.
- Don't make the mistake of insulting your women guests by the type of program offered. Don't invite long-wed mothers and grand-

mothers for a basic cooking course. For them, feature specialty cooking and dessert cooking.

For newlyweds and about-to-be-weds, call your affair a "Brides' School" or similar name and give them basics.

Select the demonstration ranges to suit the buying power of the particular audience you'll have in your store.

In all this, depend on the home economist's experience and advice.

- Offer per-capita payments to a women's group — church, PTA, etc. — for attending a cooking school range demonstration.
- Don't forget the teen-age girls — those in high school home eco classes, those in 4-H or FFA, or Girl Scouts seeking cooking badges. They'll be married and buying their own ranges before you win your second trip to Nassau. Utilities are particularly interested in these groups — enlist their help.

5. PROMOTE WITH OTHERS

It would be nice to have this new era of range volume and profits to yourself, but the way EM WEEK gets around, other dealers in your market are likely to share your enthusiasm for the range market potential from here on in.

So you might as well figure that every effort that increases the public's interest in ranges will rub off on you and bring you more sales. So, it is to your advantage to:

Help your dealer association with its range promotions. If it hasn't scheduled any, be the one to get two range promotions a year on the group's calendar. If it is a utility-controlled association, see that all range efforts are not directed only to the new construction market. Enlist other dealers to help you force range replacement promotions.

Join in your distributor's brand promotions. Buy his package. It really isn't too expensive if you take a few minutes to learn how to use it, a few more minutes to figure out how to set up any displays, and a short session to brief your staff. Move his brand up front. Let your other range distributors squawk and ask them for a range promotion.

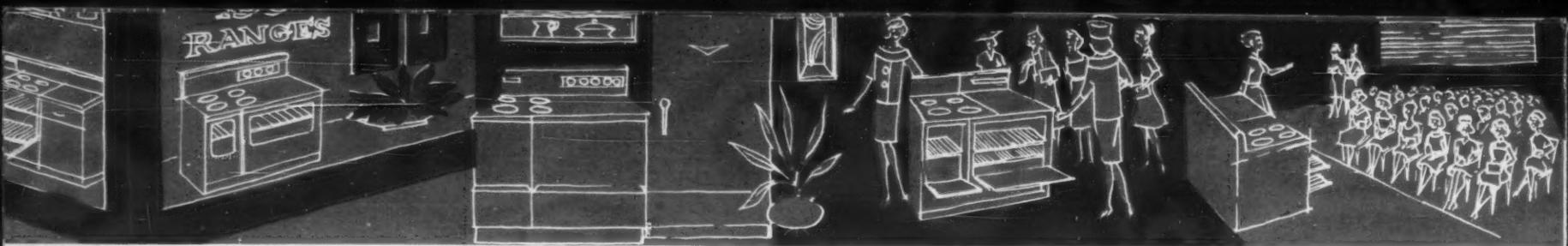
Ask for a special buy, a tie-in or a good premium. You want something to give prospects a reason to come to your store after they've seen the distributor's advertising.

Remember that not all promotion kits supplied by manufacturers to your distributors will suit your store. Pick only the best — ones which suit your space and customers.

Get into neighborhood promotions. But don't go for the contest jazz that lets people deposit contest coupons in any store — the supermarkets will win out in that show. Get the people to your store and then hold them. Remember the roast on the spit of a console high oven model. Offer the roast as daily prize to be delivered to winner's home at dinner time. If you have two ranges hooked up, put a shishkabob attachment on the spit, serve delicacies to visitors.

Use newspaper special sections — the special deals tied around "appliance week," "back to school week" or other event — after you know accurately that the circulation hits your prime market. If it does, then be sure to work the angles.

Get your distributor to provide a good supply of filler material with mats for the "editorial" part of the section. And, try something on your own: Get the jump on other dealers by getting a news story or news picture into the special section — a photo at one of your cooking schools, with a well-known group attending, for example. You may have to pay for the engraving, but it's worth it.



6. PROMOTE WITH THE INDUSTRY

Don't overlook the attention that ranges will be getting nationally through industry association campaigns and other industry programs. Many are developed as the year progresses. Others are already scheduled:

The electric industry has big plans. NEMA will continue to push utilities and cooperative associations to carry their promotional package to the grass roots. Two range campaigns are set for this year. Theme of one is "Good Cooks Cook Better;" of the other, "Take the WISHcraft out of Cooking." Ad and publicity kits are available from participating utilities for all media.

EEI, of course, will continue to promote its "Live Better Electrically" and "Medallion Home" programs.

The gas industry through AGA is just now concluding its spring range program keyed to award of the Good Housekeeping Magazine Seal to ranges meeting Gold Star standards. Ahead is a gas industry-wide merchandising program tied to the slogan "Great Autumn Sale" — this will be introduced over national TV network in September, get prime billing on the gas industry's new hour-long color TV drama shows.

You can tie-in with these industry promotions. Almost every range manufacturer is involved in one or both of the fuel industry promotions. AGA, EEI, GAMA and NEMA and your utilities are ready to put these promotions into action. It will be a case of your choosing when and where it is appropriate for your store to be involved.

But — don't let all that national money go to waste. Figure an angle that will make it ring the cash register in your store.

7. CHANGE YOUR ADVERTISING

Your newspaper and direct mail advertising should become more important in building range sales for you than it has been in years. Your new ranges cry out for fresh and original advertising presentation. Consider this:

At long last you have something to cut your copy teeth on. You have ranges that are exciting to advertise, ranges that lend themselves to exciting copy, ranges that have something to grab and hold prospects' interest. You can forget most of the old cliches about ranges when you advertise — you have a new concept to show and tell, but you must consider . . .

Price is out as a major advertising policy for ranges, except possibly in a few metropolitan areas. This is not naive ignorance of competitive selling nor is it a moral exposition. It is a practical view of what it will take to make more money in the new range market.

The new range concept must dominate much of your advertising. When you get across the idea of high-oven consoles, convenient drop-ins, slide-ins and stack-ons as a way for the homeowner to have a modern, custom-arranged kitchen, price will not be important in advertising copy. This is not conjecture; it is the experience of almost every dealer who got into the merchandising of high-oven consoles when they were first introduced.

Price will continue as a factor in getting your share of the normal replacement business, and out of this low-price, low-profit activity you will get some chance to sell up. But people have never gone out and purchased a product they don't want because it carries a bargain price tag. Much of the basis for predicting more profit as well as volume in the era of range selling ahead is your

opportunity to force earlier than normal replacement of existing ranges. Price won't do it. Features will.

What kind of advertising campaign will get you this speeded-up replacement business? On the basis of early returns — the experiences of dealers first to get into the merchandising of high-oven consoles — these points proved successful:

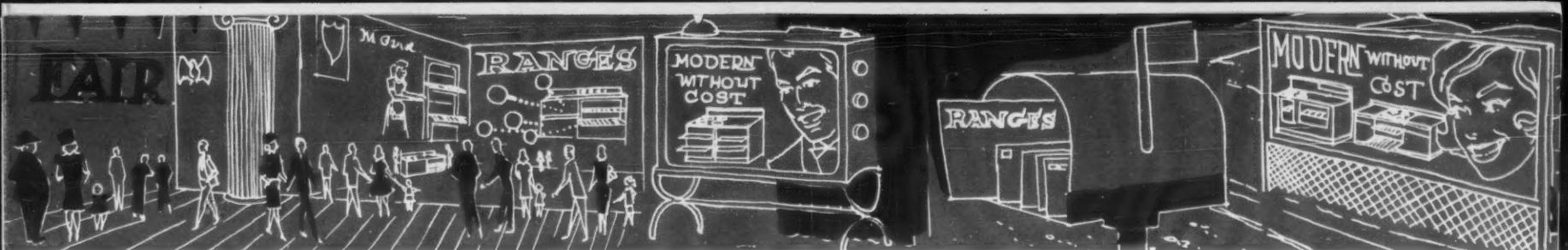
- Illustration, more than any headline, will get the attention you want. Figure this way: The word "range" immediately denotes to most women a certain type of cook stove, the conventional free-standing white stove to which she's accustomed. But, a drawing or a photo of a high-oven console, a drop-in, slide-in or built-in means the future, the beauty, the convenience and the status that the industry has sold her during a decade of promoting the true built-in.

- Functional illustration will be necessary to meet the need mentioned above. The new concept ranges must be shown as they look in the kitchen. You're trying to sell a new kitchen idea, not just a stove, and you must get across that idea at a glance or a woman will pass your advertising right by. She must see that cabinets come flush against sides of the slide-ins, that the high-oven consoles can be set into a counter and carry out the built-in idea as do the drop-in models. The cabinets and wall and floor must be indicated in your illustration with the range.

These simple drawings can be more effective than a long statement.

These advertising techniques were not needed for your ranges in the past. But the experience of those dealers already working in the new era of the range market indicates that they are necessary for more replacement sales from now on.

Your copy must be different to move range in the



decade ahead. Obviously you'll have to write headlines to match the new type of illustrations. And for a while, anyway, you will have to create your own ideas.

A check of several manufacturers' copy shows that emphasis on competitive features and gimmicks still overshadows the new designs. But you may find several of these new themes practical as attention getters:

"The built-in look without the built-in cost" may become one of the most effective slogans and headlines for the first few years ahead.

"Now you can have what you've dreamed about, a modern kitchen without remodeling" will hit the women who have drooled over the model kitchens and women's magazine illustrations.

"Have you envied your friends' built-in kitchens?" can start you showing the women why they no longer have to.

". . . The streamlined styling of a built-in plus the versatility of a conventional range" is one manufacturer's approach that will be used in many ways.

Brand features plus thorough detailing of the cooking convenience of the modern, automatic range must continue to dominate the body of your copy.

8. HOW TO SELL ON THE FLOOR

How your salesman, face-to-face with the prospective range customer, will meet the challenge of an expanding market is the crucial point in your program.

As in the previous sections, no attempt will be made here to detail basic sales training or staff

organization and management — that is assumed to exist. What is important here, before studying EM WEEK's Range Promotion Calendar, is just what can you do to get your experienced salesmen as active and as enthusiastic as you about the potential for more range sales during the decade ahead. Here are several points:

"Training" is an unpopular word, so let's call it "conditioning". Either way, it means that your salesmen should know about the important trends taking place in ranges and how these trends can be made to mean more sales for them and for the store. Try that "conditioning" with this plan:

Hold a staff meeting with this EM WEEK Basic Information Series booklet as the subject. In advance, have each member of the staff take one section or sub-section, and present it to the group. Small dealerships can assign more than one unit per man. Get everyone into the meeting — servicemen definitely. Between the presentation of each section try . . .

A discussion session to bring the ideas into focus in your store and your community. Then . . .

Be ready with a closing presentation of your own while you have enthusiasm at a height — not a product story but a merchandising story that tells your staff how you are planning to move together for more range sales.

Have ideas on advertising campaigns, windows, in-store displays. Check the promotion calendar on the next few pages and make a rough schedule of your own. Have a positive program and you'll get action from the staff. Then at the same meeting or the next, use a home economist — from the utility or your distributor — to help your staff understand the woman's viewpoint on modern

ranges. She knows their language and how they think. She can give your staff a sound basis for their selling story.

Have salesmen who can cook and your range sales will go up. That has been proven for years, but the idea comes back into importance with ranges taking many shapes and more automatic controls and accessories. There are at least three opportunities for a dealer to teach cooking to his sales staff. Try at least one of them:

- Utilities have made a specialty of holding "chef's schools" at which dealer salesmen operate as teams to cook a deluxe dinner under home economists' supervision and instruction.
- Many distributors have run the same kind of show. Here the salesman is taught to cook on the deluxe models of the brand he sells.
- You can do the same thing with your own salesmen if you have a live kitchen in the store. The utility or the distributor should be happy to provide a home economist to direct the men's culinary efforts and to give them the woman's viewpoint on the ranges and cooking processes.

Provide live demonstration facilities for your range salesmen if you want their knowledge of cooking, their training by the distributor, and their enthusiasm for the modern range to produce maximum sales for you. You just can't make full use of the demonstration possibilities and the promotion and display possibilities of modern ranges without power connection.

On the following pages EM WEEK offers several suggestions for in-store promotions requiring hot ranges in your store.

Turn the page for EM WEEK's Range Promotion Calendar. Sell more ranges all year 'round with this exclusive guide.

SELL THE NEW RANGES ALL YEAR LONG WITH THIS EM WEEK

JULY-AUGUST

Don't let the reputation of these vacation months fool you. They are two of the best for ranges. **Best market:** Home building and remodeling. The weather will help you with replacement sales. **Best themes:** For remodeling: Push console and drop-ins. Many remodeling prospects will find the cost of true built-ins too expensive.

For new construction: Seek builders and consumers planning late-summer starts for your built-in business, if you're set up to handle it.

For hot weather: Go after women who have old ranges overheating their kitchens. Go after women who will be cooking and canning berries, fruits and garden vegetables in July and August.

Ad tips: Try these headlines . . .

"Your chance for that modern built-in look without expensive remodeling."

"We sell real COOL kitchens. Stop cooking on a 'kitchen heater.' Let a modern range keep you cool while it puts the heat on the food."

"Don't spend your summer 'stove watching.' Our automatic ranges let you stay outside with the family until you sit down to serve the food."

If business slows: Slap up a bold window banner in early August. Use a few bold-faced type billboard copy advertisements to stir up interest.

Hold a pre-Labor Day clearance or a "Dog Days Special." If you are ambitious, arrange with a local kennel for puppies. Offer one free with each range. **Plan ahead:** Prepare for autumn. Study this promotion calendar and specification sheet section before you visit your brands' 1962 line showings.

As each model is introduced, you should be able to check when it will move best and what it will sell against across the street.

Plan your fall ordering and promotions now.

Plan to tie in with utility and association fall range promotions. Watch for NEMA's fall Medallion Home promotion, AGA's Gold Star campaign.

Miscellaneous: Go to the state or county fair. Plenty of chances here for live demos. See if your utility will rent you part of their space. Set up a gimmick which will produce a good prospect list.

SEPTEMBER-OCTOBER

Before you relax over the Labor Day weekend, you should have plans ready to make use of "end of summer," "back to school," "harvest time" and other seasonal themes to get your store rolling toward more profits from ranges during these two good months.

Best market: Almost everyone is a range prospect during these two months. You need a broad, well-rounded selling effort, not a concentrated or spotty one. Be sure you cover all the bases.

Best themes: Shoot for the whole family. It's back together again after vacations and summer camps. The housewife is very busy with steady demands on her cooking and her range.

Build a window display around the deluxe double-oven, free-standing range. Talk design or new concept later, not now. Sell capacity, convenience, controls and speed during this period.

Emphasize nutrition. That's mother's concern for family as winter approaches. Show how modern ranges preserve vitamins and minerals, etc.

Ad tips: Advertise advantages of low-temperature automatic surface cooking for cereals, egg and milk dishes. These are important as cool weather sets in.

Push range service in your ads. Use classified sections of your local newspapers and post card mailings. Feature a "winter clean-up special" service call. Use your servicemen to get new prospect leads. Run a contest for them.

If business slows: Hold a "freedom party" for mothers on the day the children go back to school. Invite them to your store for donuts, pastry and coffee. Keep it informal — no pitch. But hold it in the area where you display ranges.

Try a "nutrition clinic" — two sessions with a home economist to discuss food values and cooking.

Plan ahead: Start preparing now for Christmas. Order gift premiums, store decorations. Watch for EM WEEK's big Christmas Merchandising issue.

Miscellaneous: Home show time again. Check your distributor for space to man or for co-op funds to finance your own displays. Feature deluxe free-standing and top-of-line new concept models only.

NOVEMBER-DECEMBER

Many promotions fit this holiday season. But they should be scheduled carefully in this fast-moving quick changing market.

Best market: Shoot for each of these targets: The holiday family dinner season, the holiday entertaining period and the big gift market.

Best themes: Be ready with a program to get ranges into your over-all promotion of appliances as gifts. Ranges are not usually considered gifts, but what else makes December one of the best months for range sales?

Start early to play up the average woman's need for a modern range to handle the extra burdens of cooking for Thanksgiving and Christmas. Make it an extention of your similar effort in September.

Deluxe conventionals, double-oven models and high-oven consoles are best for this season.

Ad tips: Use your new concept ranges in windows as well as illustrating their built-in look on point-of-purchase displays and in newspaper ads.

Feature "status" through "pride of ownership," "envy of your friends," and use low or no-cost installation as a closer to capture the woman who entertains extensively during the holiday season.

Feature lower meat shrinkage in your tie-in and co-op advertising.

Get your ads aimed at the big family dinner market out before prospects are swamped with gift ads.

If business slows: Try a pre-season sale for the two weeks before Thanksgiving — it has worked for many dealers. Point out that you can sell for less before the Christmas rush. And remember, it's about time for your distributor to have some year-end specials for you to use in that promotion.

Plan ahead: Decide on a post-season sale for the Christmas-New Year week. Use a year-end clearance of "Christmas Stock" — not every model, but you get the "lowest prices of the year" approach. Many prospects hold back during December for just this kind of special savings sale.

Miscellaneous: If your state has an inventory tax with a year-end date, a clearance sale is more than a good idea. It's a necessity.

EXCLUSIVE 1961-1962 RANGE PROMOTION CALENDAR

JANUARY-FEBRUARY

Time to make a resolution that this will be the best year you've ever had for range volume and profits. Time to start making it that kind of year by exploring new ways to stimulate gas and electric range sales.

Best market: It's a tough one. This is the period when the bargain hunter strikes with pad and pencil in hand. It's also the time when you've got to push hard to pull bored women out of their cozy homes into the wintry weather and down to your store. **Best themes:** In-store promotions should be stepped up during these two months, if you are not in an area of extreme climate. Cooking schools and range parties should do the trick.

Clearance sales are appropriate to catch the bargain hunter.

Ad tips: Advertise extended down payments or first payments to lure customers who would be held back by need to meet payment of Christmas bills.

Push the new concept story hard in your ads. Use functional illustrations. Sell up.

If business slows: It's a good time to check women's organizations for a visit to your store or for a demonstration in their club rooms. By this time the program chairwomen are hard up for speakers.

Run a specialty cooking school series with the chef's from well-known local restaurants. Have them use high oven consoles because this promotion will draw higher income groups.

Try a recipe contest. Advertise it on your local radio station. This contest will bring you in touch with the proudest cooks in town — all good prospects. Mimeograph the winning recipes and use them as a premium to draw more cooks to your store.

Plan ahead: Plan your remodeling promotions now before the season starts. If you do kitchen contracting, now is the time to get in solid with builders and architects.

For your new concept ranges, develop a kitchen planning program tied to the "built-in look."

Miscellaneous: These are good months for your salesmen to hit the road and follow up leads produced during fall and holiday promotions.

MARCH-APRIL

Traditionally better months than the past two—so get ready for action. In warmer areas, don't let the coming of the refrigeration season get all your attention or your promotion budget.

Best market: It's wide open. Figure that almost everyone who comes into your store needs a new, modern range.

Best themes: Have packages for every refrigeration customer this spring: A refrigerator and a range sold together at a saving and, if possible, with extended terms. This has built extra volume for hundreds of dealers in the past.

Use the customer's desire for color: Give her a range-refrigerator package in matching colors.

Push a new range to give the new refrigerator buyer a modern kitchen with only one more appliance — a new concept range that gives her the built-in look. Convince her that the new refrigerator will look so modern it will make her old range look sick.

Ad tips: Co-op money should be readily available with the new models now in full supply. Get some for spring range ad campaigns in newspapers and for direct mail.

Get testimonials and photos from past range customers. Run this campaign.

Once-a-week newspaper series with three-column by five-inch ads showing satisfied customers.

Write copy that tells what she likes about the range you sold her — features of pictured model.

Use the original photo on wall of your range department. To get testimonial, repay her with a small gift — hand mixer or the like.

If business slows: Offer free coffee, meat on the spit, etc. in your range department.

Push service calls for "spring kitchen cleaning." Give your servicemen incentives to bring back good leads as they make their rounds.

Plan ahead: Start trading now. If you make a business of trade-ins, this is a good time to start pulling in the used ranges you need for the summer home and cabin market.

Miscellaneous: Delayed payment plan closes sales otherwise held back by customers' tax payments.

MAY-JUNE

These two months can be productive for your range business, but you have to plan fast-changing, impact-charged promotions.

Best market: Mothers and brides, of course. The weather will help.

Best themes: Mothers Day needn't be kept as corny as Whistler's picture. Key your theme to "modern ranges for modern mothers." Emphasize the built-in look that she can show off when she entertains. Point out that automatic controls give her more freedom from the kitchen. Easy-to-clean features cut the drudgery of necessary maintenance.

Brides are business — range business for you. And don't think they want an apartment house model. Ask your daughter, any late teen-ager or bride-to-be. They expect to start a household with the deluxe ranges your wife waited 20 years for. Sell up.

Ad tips: For mothers: advertise "dinner for mom and the family on Mothers Day at the best restaurant in town" as a give-away with any range purchase.

For brides: Hold a contest. A drawing for table appliances for all brides and brides-to-be. It's a cheap way to get good prospects.

For mothers and daughters: Two weeks before Mothers Day, advertise that daughters can register their mothers' names at the store for a prize.

If business slows: On Saturday before Mothers Day offer quart of ice cream to every mother who comes in. Have a flower for each one. An orchid is best. If you don't have time for a full demo, at least show your display while going to the freezer for the flower. (You just happen to have the freezer in the range department.)

Plan ahead: Remember father. It's unlikely that you will get anywhere with a "range for dad on Fathers Day." So skip it.

Instead, think ahead and get him to think of his plans for the summer — barbecuing. Plan a promotion offering him a nice barbecue brazier in exchange for trading in his wife's old range.

Miscellaneous: Know your foods. Milk and eggs are cheap now. Talk low temperature surface cooking.



What To Do When The Lady Says "No"

The reluctant range prospect can say "no" in one of a hundred ways. When she objects to buying one of the new ranges you are pushing, most frequently she will voice one of the objections that are "standards" for reluctant prospects.

Prepare for these with your own "Yes, but . . ." Use these come-backs which have worked for

other range dealers — revise and adapt them to your situation and your particular reluctant range prospect:

WHEN YOUR PROSPECT SAYS "NO"

Objection: "It's nice, but I'll have to think it over . . ."

Answer: "Well, I'm glad you like this range, and I can see why you want to think about it. It's an important decision. What you're going to think about is having this wonderful range in your kitchen to help you prepare meals for your family . . . it's a decision so important that it is worth making right now. Instead of thinking about how much pleasure you could have cooking on this range you like, you could be showing the family — as soon as dinner tomorrow night. I'm sure I can

arrange that for you. Let me check with our delivery man right now . . ."

Objection: "It costs too much . . ."

Answer: "It does seem a lot until you add up what you are getting for this price. I assume you are comparing this price with what you paid for the stove you have now — that's natural. So if you figure what you paid for your old range and add the features that you like on this model . . . (review product story) . . . you'll see that this new, modern range is a bargain."

Objection: "It's beautiful . . . but all those controls! . . . so complicated looking . . . I'd have to learn to cook all over again . . ."

Answer: "To a less experienced and careful cook, Mrs. Prospect, maybe I would wonder about the

controls. But I know that you will find it less complicated cooking with these controls than it has been for you without them.

And you can appreciate how to make them help you cook the way you're proud to . . . (product story on major controls) . . . You can see that these controls weren't put on just to help inexperienced cooks but to help the experienced cook to do her job easier and to give her freedom for the many other things that demand her time without jeopardizing the quality of the dinners she sets before her family."

Objection: "Aren't there cheaper stoves than these . . . maybe I'd better look around . . ."

Answer: "Yes, ma'm — we have several cheaper models right here, and you won't find better stoves at the price (don't let her "walk"). But as we take a look at them I'd like you to think again about what you want in a new range. You don't want just a brand-new version of the stove you're using now do you? Why not a new range that will give you a chance to use and enjoy most of the new features that have been developed since you bought your last stove? (Quick resume of your brand's deluxe features.) And, over the life of your range, all these features you like will cost you about one cent extra a meal. Certainly it's worth that to you."

Objection: "I think I'll wait . . . my old stove works good . . ."

Answer: "I'm sure it does, Mrs. Prospect . . . for what it was meant to do when you bought it. But see what's happened since then . . . to you, for example.

You've learned a lot more about cooking since then; you're able to really make use of a fine cooking instrument with modern features to help you. You have a larger family to feed (or you like to entertain a lot more).

There are all kinds of new foods to use that are particularly suited to cooking on a modern range . . . you're ready and anxious to spend more time with your family and for personal activities. Your old stove may work good, but has it really kept up with you? I'm sure you'll feel that what has kept up with you and your needs is this new range here."

JUNE 26, 1961

WHEN SHE QUESTIONS GAS . . .

In some areas, or during special promotions, you can't avoid the prospect who hesitates about buying the gas range you're pushing because she has or had an electric, oil or wood range. Traditionally, the hesitancy shows in a few specific objections such as these — for which tested answers are offered.

Objection: "I'm not sure gas is safe to have in the kitchen . . . my mother said . . ."

Answer: "Your good mother is remembering back to what some people said many years ago, and if you ask her I'm sure she'd tell you about some accidents she heard about when coal stoves overheated and when she heard about fires from defective wiring.

But what you might think about is that you are buying for now and the future. You're buying this modern gas range on which the industry requires 600 tests during manufacture to insure your safety and comfort.

Actually, Mrs. Prospect, this range you've been admiring is safer than you or I are — it can't doze off, can't forget, can't get held up on the phone. Just look again at these features (review all controls, with re-emphasis on convenience as well as safety.)

Objection: "But gas is hot . . . and I like a cool kitchen . . ."

Answer: "Naturally you want a cool kitchen, Mrs. Prospect . . . you deserve that comfort . . . and this modern gas range will keep your kitchen cooler. Here's why:

Remember my showing you this extra-thick insulation? In the new ranges this stays up where it belongs — it keeps more of the heat in the oven cooking your food instead of out in the kitchen. And this flexible seal on the top and sides of the door automatically seals heat inside. Also, what may have bothered you on old ranges was the big pilot light burning all day (reiterate the new pilot story of your brand). And, remember, with these many automatic controls you spend so much less time over the stove and even in the kitchen." (Outline your brand's many automatic features. Close with a "hot stove" demonstration.)

WHEN SHE HESITATES GOING ELECTRIC . . .

With more and more of the nation's homes having a chance to choose between the two fuels, you have to know which you want to sell at any one time, and be prepared to meet prejudices that show in such objections as these:

Objection: "I understand an electric range is slow . . ."

Answer: "Many years ago there may have been reason for that belief, but let me show you why that shouldn't concern you in considering this new range for your kitchen.

This high speed unit heats instantly, passing the heat directly to the utensil with less heat waste, when you need to boil something quickly. You'd have to use a stop watch with a second hand to show any difference between the speed of this unit and a flame.

And with electric cooking, you use less water, so you have less to heat. I'm sure that when you're using this range in preparing dinner for your family you'll be more excited about a controlled low heat for simmering, etc . . . (review heat controls again) . . . knowing that the speed is there if you need it."

Objection: "I'm afraid it will cost too much to cook with electricity . . ."

Answer: (If you have unfavorable rates) "I'm glad that you're a good manager, Mrs. Prospect. But, I'm sure you figure all costs as comparative — that you judge costs by what you get for your money. Think of what it costs to clean your kitchen, to paint it or paper it frequently, to replace the curtains. You save a lot of that cost and trouble when you use electricity. It's flameless: It doesn't produce any soot or smoke to go on the walls or ceiling. And you want to consider that you use less water or none for cooking vegetables, so you use less fuel. The electric unit touches the pan, making the most efficient use of the heat. That's bound to mean economy, isn't it? You cut down on meat shrinkage, too, and think what that saves. I haven't even mentioned the savings in your time. (Go back into pitch on automatic controls, modern features, pride of ownership, etc.)

The Language

RE: ALL RANGES

Free-standing: The basic, traditional range: Self-contained in own cabinet resting on floor.

Slide-in: A free-standing range squared to fit tightly between cabinets, at end of a line of cabinets, or backed to a same size cabinet.

Built-in: Two-piece range, separate cooking top, separate oven (s), no top or side panels, supplied for installation in wall or custom cabinets.

Drop-in: Newest built-in, a one-piece unit with counter-high surface units and oven below, designed to drop into counter between cabinets. Base must be provided as an extra.

Console or High-Oven: Self-contained, one-piece range, eye-level oven, usually slide-out surface units. Can be hung on wall, set on special base cabinet. Comes with or without top and side panels.

Staggered top: Surface cooking units arranged in diagonal front-to-back positions, giving each unit two adjacent utensil-size work surfaces.

Divided top: Surface units divided down the middle, with work space in center.

Cluster top: All surface units grouped together on either right or left side.

Roast probe: New sales feature that measures temperature in center of meat, registers on control panel indicator, can be set to stop cooking, hold oven hot.

Automatic appliance outlets: Featured on control panel of deluxe ranges, outlets use oven clock timer to turn on or off portable appliances at pre-selected times.

Oven signal light: A deluxe feature that indicates when oven is on or when temperature is reached.

Shelf stop: An obstruction at rear of oven shelf to keep shelf from tilting or unintentionally being pulled out.

Non-spill rail: Raised portion of shelf at rear to keep pans from sliding off.

Counterbalanced doors: Those with a mechanism in hinge to hold the doors open at various positions, particularly for broiling.

Lift-off doors: Simple upward movement moves doors off hinges, gives woman access to rear of oven for cleaning.

Rotisserie: Accessory requires built-in motor. Now featured both in-oven and top-of-stove designs. New probe thermostats make range barbecuing easy.

Vertical broiler: Meat is held vertically, heat is applied from sides. Introduced years ago, but recently revived in top of range rotisseries.

RE: GAS ONLY

Automatic ignition: A normally-off pilot light ignites burner electrically when it is turned on, will re-ignite burner if flame is extinguished by means other than closing the gas burner valve.

Top burner heat control: Thermostatically-controlled top burners permit predetermined constant temperatures and at appointed time will turn to very low heat or shut off.

Infra-red cooking: Gas flame is hidden behind perforated ceramic burners which generate infra-red rays concentrated on object to be cooked. Other version uses heated nichrome wire instead of ceramic as infra-red emitter.

Manifold: The conduit of a range that supplies gas to the individual burners.

Orifice: Opening through which gas is discharged and flow limited.

RE: ELECTRIC ONLY

Rod-type heating unit: The heating coil of a surface, broiling or baking unit is sealed in an armored sheath to protect it from physical damage as well as oxidation. Permits efficient conduction heating of utensils. Is best known under trade name "Calrod."

High speed surface unit: A surface unit using as much as 3200 watts—compared to normal 1250-2050 watts—to give quick heat when needed. Electric industry's answer to speed of flame cooking.

Automatic surface unit: Thermostat in center of surface unit measures temperature of utensil, can be set to bring temperature up fast then hold at pre-selected heat, shut off at dialed time.

Oven unit: Removeable heating element, usually clock-thermostat controlled, at bottom of oven for baking. Usually 3,000 watts.

Broiler unit: Removeable heating element, one heat, placed at top of oven for broiling and in some ranges to help during preheat period. Usually 3,600 watts.

Reflector pans: Metal bowl, usually aluminum, set under each surface unit to reflect heat to utensils, catch drippings. Removeable for cleaning.

REPRINTS AVAILABLE

Be sure to specify which reprint you want.

How To Sell The New Gas And Electric Ranges: Order this 16-page basic information booklet at 50¢ each copy up to 99 copies; at 35¢ each copy from 100 to 500 copies. Plus shipping.

Specifications For Gas And Electric Ranges: Order this 24-page special spec sheet section at \$1.75 each copy up to 99 copies; at \$1.25 each copy from 100 to 500 copies. Plus shipping.

ELECTRICAL MERCHANDISING

Special Two-In-One Offer: Order both the how-to-sell booklet and the specification sheets on ranges together and save. Each package \$2.00.

Prepayment must accompany all orders. Prices on large quantities available on request.

Address orders and inquiries to: EM WEEK Reader Service Dept., Room 2600, McGraw-Hill Publishing Co., 330 W. 42 St., New York 36, N.Y.

SURFACE UNITS

SURFACE TOP DATA

EXTERIOR DATA

AN EM WEEK EXCLUSIVE:

Specifications for 1961 Gas Ranges—Free Standing, Drop-In and High-Oven

Model Nos.	Gold Star	Number ovens	Interior size HxWxD	Interior finish	Oven light	Burner input BTUs	Type ignition	Type thermo-control	OVEN DATA			BROILER				
									Oven door	Door window	Location	Features	Type Shelf	Meat thermometer	Rotisserie	
G700-BZ	X	1	14x24x19	Blue-Gray Porc.	Opt. with Win.	22,000	Flash	Auto. or Non-Auto.	6 cirs.	Opt.	Below oven	Lift-out Eze-Kleen	Elev. shelf		Opt.	
Free-standing																
40"	X	(1)	20x20x13½	Porc.	X	18,000	Automatic	Robertshaw	Porc.	Opt.	Below oven	Hi-broiler	Hi-Broiler	X	X	
36"	X	1	16x20x13½	Porc.	X	16,000	Automatic	Robertshaw	Enamel	Opt.	Below oven	Hi-broiler	Hi-Broiler	X	X	
30"	X	1	24x20x13½	Porc.	X	19,000	Automatic	Robertshaw	"	Opt.	"			X	X	
20"		1	16x20x13½	Porc.		16,000	Automatic	Robertshaw	"	Opt.	"					
								(1) 1 or 2, make								
Drop-in																
(1) 30 (S-35)		1		Porc.		19,000	Automatic		Porc.		Below oven					
(1) 28 (S-25)		1		Porc.		16,000	Automatic		Porc.		Below oven					
								(1) Compact	(2) White, Pink, Yellow, Turq., Coppertone	(2) Black						
61-C		2 (1)		Gray			Automatic	Robertshaw	(2)		Top		X (3)			
50-C		2 (1)		Porc.			Automatic	Robertshaw	(2)		Top		X (3)			
								(1) Thermo-well is 2nd smaller oven	(2) Porc. Cirs. or Antique Copperlux (baked)	(3) Broiler rises waist-high to top	(4) White, Pink, Yellow, Turq., Coppertone					
Free Standing																
G-6600-11	X	2	13x16x19	Porc. Alum.	X	21,000	Auto.	Low-temp.	Porc.	Opt.	Low	Micro Ray				X
G-5600-11	X	1	13x16x19	Porc.	X	21,000										
G-3600-11	X		13x24x19		X	23,500										
24C-51	Del.		13x16x19		Opt.	21,000										
9600-51	Del.		13x24x19		Opt.	23,500										
2400-5	Std.		13x16x19		Opt.	21,000										
9600-5	Std.		13x24x19		Opt.	23,500										
1600-11	Del.		13x16x19		Opt.	21,000										
1600-5	Std.		13x16x19		Opt.	21,000										
1600-15	Bud.		13x16x19		Opt.	21,000										
Free Standing																
714A		1	25x19x14½	Porc.		23,000	Auto.	Wilcolator	Porc.		Under oven	Smoke-less				
720A					X			Robertshaw FM		X						Opt.
726A	X															Opt.
730A																Opt.
729A																Opt.
746A	X															X
758A			20x18½x16			18,000										
760A			20x18x16			23,000										Opt.
776A	X		20x18x16			23,000										X
786A		2	20x18x16			23,000										
High-oven																
794A		2	20x14½x12	Porc. & Chrome		18,000	Auto.	Gen controls	Porc.		Left of oven	Smoke-less				
796A	X	2	20x14½x12	Porc. & Chrome	X	18,000		Gen controls	Ext. Alum.	X						X
Free Standing																
14-371 LW	X	1		Porc.	X	21,000	Auto.	Low-temp.	Porc.	X	Under oven					
14-971 LW	X					23,000		Low-temp.		X						
10-180						21,000		Standard								
14-342								Standard								
14-942								Standard								
10-140								Standard								
Free Standing																
CHEFMASTER 3110 (3 Models)	X	1	19x23½x14	Gr. Porc.	X			Dial-A-Magic		X	Below oven	Glide-amatic				Opt.
MEALMASTER 3110 (7 Models)	2		19x23½x14													Opt.
BUDGET-MASTER 3110-1 (1 Model)			19x23½x14													Opt.
CHEFMASTER 2010 (4 Models)	2	2 Mds.	15x18x20													Sep. oven or Opt.
MEALMASTER 2010 (6 Models)	2	1 Mdl.	15x18x20													Opt. exc. 1 Model.
MEALMASTER 1010 (7 Models)	2	1	15x19x16													Opt.
BUDGET-MASTER 1010 (1 Model)		1														Opt.
VALUEMASTER 3210-2W		1										2 piece				
3210-1		1										2 piece				
3010-1		1										2 piece				
Free Standing																
36C8PA		1	15x16x19	Porc.	X	19,500	Auto.	Robertshaw Lo-temp		X	Below oven	Low temp. oven				Opt.
36CPGA			15x16x19	Enamel						X						Opt.
36C3PA			15x16x19							X						
32C8PA			15x24x19							X						
32C2A			15x16x19							X						
30C8PA			15x16x19							X						
30CZA			15x16x19							X						
20C8PA			15x16x19							X						
20CZA			15x16x19							X						

SURFACE TOP DATA

BURNERS

AN EM WEEK EXCLUSIVE:

Specifications for 1961 Gas Ranges—Free Standing, Drop-In and High-Oven

OVEN DATA

Model Nos.	Gold Star	Number ovens HxWxD	Interior size	Interior finish	Oven light	Burner input BTUs	Type ignition	Type Thermostatic Control	Oven door	Door window	BROILER				
											Location	Features	Type Shelf	Meat thermometer	Rotisserie
Drop-in															
GU-1A		1	16x18x19	Porc.		17,500	Auto.	Robertshaw	7 Porc.		Below oven	Low temp. cooking		Opt.	Opt.
GU-2PA		1		Enamel	X		Matchless	Lo-temp		X	Below oven				
GU-3PAR		1		"	X		"	"		X	Below oven	"			
GU-2PAF		1		"	X		"	"		X	Below oven	"			
Free Standing															
GS-308		1	15½x18¾x	Porc.	X	23,000	Auto.	FM	Porc.	X	F	Elevator			
GS-608		1	24½ or 21		X	22,000				X	F	Elevator			
GS-607		1			X	22,000				X	F	Elevator			
GS-609		Broil-2			X	22,000				X	T & F	Infra-red	Elevator		X
300						23,000					F				
304					X	23,000					F				
600						22,000					X				
604					X	22,000					F				
603					X	22,000					X				
Free Standing															
9543	X	2	17x14x20	Enamel	X	20,000	Standing Pilot	Graduating	Enamel	X	Hi			Standard	
9523	X	1			X					X	Hi			Standard	
9439					X					X	Hi				
9397	X				X					X	Hi			Standard	
9191					X					X	Lo				
8102											Lo				
6061					X					X	Hi				
6031					X					X	Lo				
6021					X					X	Lo				
6012											Lo				
High-oven															
20	X	1	21½x11½x	Chrome	1	20,000	Standing Pilot	Graduating	Cast Al.	X	Hi		Elevator	Standard	Stan. in oven
			15½												
Drop-in															
31GU		1	16x24x14			20,000						Satin-Chrome		Hi	
21GU		1	16x19x14			20,000								Lo	
Drop-in															
2781		1	14x16x19		6		15,000	Auto.		140°	L-off				
Free Standing															
HG-300		1	14x17x18½	Porc.		23,500	Auto.	Flamemaster	Lift-off		Low	Radiant heat	3-pos-guides		
HG-342			14x17x18½					Lo-Temp							
HG-353			14x17x18½					Lo-Temp			X				
HG-355	X		14x17x18½		X			Lo-Temp			X				
HG-373			14x17x18½					Lo-Temp			X				
HG-375	X		14x17x18½					Lo-Temp			X				
HG-3955	X		14x17x18½					Lo-Temp			X				
HG-600			16¾x17x18½			21,000		F-master							
HG-642			16¾x17x18½			21,000		F-master							
HG-653			16¾x17x18½	Gray	X	21,000		Lo-Temp							
HG-655	X		16¾x17x18½	Porc.	X	21,000						LH oven			
HG-6737		2	(1)			RH 21,000,						LH oven	4-pos-guides		
HG-6757	X	2	(1)			LH 17,000						LH oven	"		
HG-6958	X	2	(1)			"						LH oven			(4)
HG-475		1	16x¾x17x18½			21,000						LH oven	3-pos		
HG-4958	X	2	16x¾x17x18½			(2)						LH & Low	(3)	X	(4)
(1) RH 16¾x17x18½, LH 12¾x11½x19½. (2) RH 21,000, LH 17,000. (3) LH 4-position, Low 3-pos. (4) LH standard. Kabob & Roto-Baste optional.															
Free Standing															
A32F12		1	14½x20x19	Blue-Black		23,000	Matchless	Lo-Temp	Lift-off					3-pos	
A32F14			14½x20x19		X			Lift-off	X						
A32F23	X		14½x20x19		X			Lift-off	X						
A39F14			14½x20x19		X				X						
A52F12			16x20x18												
A52F14					X			Lift-off	X						
A52F23	X														
A59F14															
U52F23	X														
U59F33	X														
U32F23	X		14½x20x19	Blue-Gray								Alum. grid		X	X
High-oven															
CD93F	X	2	12x20x14½	Bk. Lin. Chr.	X	16,000	(1)	(2)	Swing	X	Left		4-pos	X	X
(1) Oven—auto, broiler—matchless. (2) Oven—clock controlled, broiler not.															
Drop-in															
M382X	1	1	14½x20x19	Blue-Black	X	23,000	Matchless	Lo-Temp		X	Below oven		Porc. grid	3-pos	
M383X	1	1	14½x20x19	Blue-Black	X	23,000	Matchless	Lo-Temp		X	"		3-pos		
M313N	1	1	14½x20x19	Blue-Black	X	23,000	Matchless	Lo-Temp		X	"		3-pos		
Free Standing															
Z31		1	14x16x20	Porc.	Opt.	17,000	Matchless	Robertshaw & Wilcolator		Opt.	Low				
331															
631															
831															
E2032															
E3032															
E8032															
5857															
5857		2													

AN-EM WEEK EXCLUSIVE

Specifications for 1961 Gas Ranges — Free Standing, Drop-In and High-Oven

OVEN DATA

Model Nos.	Gold Star	Number ovens	Interior size HxWxD	Interior finish	Oven light	Burner input BTUs	Type ignition	Type thermo-control	Oven door	Door window	BROILER			
											Location	Features	Type shelf	Meat thermometer
High-oven														
82A31		1	14x16x20	Porc.	Opt.	17,000	Auto	Robertshaw & Wilcolator		Opt.	Low			
83A31														
86A31														
88A31														
F82A32														
EX8A32														
E88A32														
Free-standing														
DCAKNH-2901	X	2	15x17x20½	Chrome	X	22,000	Match-less	Low-Temp.	L-off	X	Left Ov. Below-oven	X	Std.	Std.
CAKN-2901		1	15x17x20½	Chrome		Nat. Gas, 19,000 L. P.								
CK-2901			15x17x20½	Chrome										
V-2901	X		15x17x20½	Porc.										
DCQBV-C4			15x18x19	Porc.				Low-Temp.						
QBV-C3				Porc.										
DCAKNR-C6	X			Chrome										
DCKR-C6	X			Chrome										
DCV-C4	X			Porc.										
V-C4				Porc.										
DCX-C7	X			Chrome										
DCV-C3	X			Porc.										
DC-C3	X													
G-C2														
V-10883			16x24x19		X									
T-10883														
K-9883				Chrome	X									
GSV-2803				Porc.										
GS-2803				Porc.										
DCKRF-C6	X		15x18x19	Chrome	X			Low-Temp.	L-off	X				
DCVF-C4	X			Porc.	X			Low-Temp.		X				
DCF-C3	X			Porc.	X			Low-Temp.		X				
DCBV-C4	X			Porc.	X			Low-Temp.		X				
DG-C3				Porc.										
DCRN-C6	X			Broil				Low-Temp.		X				
KH-C4				& Rot.				Low-Temp.		X				
"				Chrome	X					X				
VH-C3				Porc.	X					X				
QB-C3		1		Porc.										
High-oven														
DCAKNR-442	X	Br. & mt.	11½x21½x15½	Chrome	X	16,000	Matchless	Hydr.	Rt. & Lt.	All-gl.		Rad. scr.	Std.	Std.
Free-standing														
15G-G26		1	13½x16x19	Porc.	X	18,000	Auto.	Robertshaw		X	Below-oven	Smoke-less		
956-AC-27			24x19x16			22,500								
556-J-28			13½x16x19			18,000								
556B-28			13x16x19											
716B-28			13x16x19											X
796-B-28			13½x16x19											X
15-JL-33			13½x16x19											
15-BL-33			13½x16x19											
616-B-28			13½x16x19											Sta.
Free-standing														
F4195X	X	3	14x17x20	Porc.	X	22,000	Auto.	Lo-temp.						
F4185X	X	2												
F4085		1												
F6095X	X													
F6003X	X													
F6061X/62														
F6061A/1H														
F6060A/0H														
F3095X	X		14x24x20		X									
F3083X	X		14x24x20											
F3061X	X		14x24x20											
F3061/1AG			14x24x20											
F2063AGU			14x17x20											
F2060A/0H			14x17x20											
F5261			14x17x20											
Free-standing														
1087	X	1	14x19x19		X	22,000	Auto.	(I)		X				
1882*								Std.						
1872*								Std.						
1835								Std.						
1677	X							(I)						
1672*								Std.						
1652*								Std.						
1477	X		14x21x19		X			(I)		X				
1475					X			Std.		X				
1472*					X					X				
1452*														
1435														
1622*			14x19x19											
1618*			14x19x19											
1412*			14x21x19											
1221*			14x16x19											

*Also available with Match-lit Oven (I) 140° Temp.

Console Models

GAS

SURFACE TOP DATA

BURNERS

EXTERIOR DATA

BURNERS														Suggested retail price	
Number burners	Arrangement	Number with "brain"	Number timed	Type control	Spill-guard	Type of top	Controls location	Back-guard panel	Clock and/or timer	Overall dimensions HxWxD	Exterior finish	Exterior colors	Hood	Storage	Griddle
4	In-line or Div.			Robertshaw or Wico-lator		Lift-up	Manifold panel			36Hx20W x30W x36W x36W Clik. x20W Clik. x30W Clik. x36W	White				
4	Div.	1		Harper Wyman	X	L-up	Front		Auto. Clock & Timer	48½x40x28½ 48½x40x28½ Clock & Timer	White	X			
		1		"		L-up				48½x40x28½		Top-Left & Bot.			
		1		H-W		L-up				48½x36x27 45½x36x27		"	Double Compt.	Middle	
		1		H-W		Stat.				48½x36x27 48½x36x27					
		1		H-W						48½x36x27 48½x36x27					
		1		H-W						48½x36x27 48½x36x27					
		1		H-W						45½x36x27 45½x36x27					
		1		H-W						45½x36x27 45½x36x27					
		1		H-W						48½x30x26 48½x30x26					
		1		H-W						48½x30x26 48½x30x26					
		1		H-W						48½x30x26 47½x30x26					
		1		H-W						47½x30x26 47½x30x26					
		1		H-W						47½x30x26 48½x30x26					
		1		H-W						48½x30x26 48½x36x27					
		1		H-W						48½x36x27 45½x36x27					
		1		H-W						45½x36x27 45½x36x27					
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		1		H-W						45½x36x27 45½x36x27					
		1		H-W						48½x36x27 48½x36x27					
		1		H-W						48½x36x27 45½x36x27					
		1		H-W						45½x36x27 45½x36x27					
		1		H-W						48½x36x27 48½x36x27					
		1													

Console Models

SURFACE TOP DATA

EXTERIOR DATA

BURNERS

Number burners	Arrangement	Number with "brain"	Number timed	Type control	Spill-guard	Type of top	Controls location	Back-guard panel	Clock and/or timer	Overall dimensions HxWxD	Exterior finish	Exterior colors	Gridle	Suggested retail price
4	Clus.			DNA	Removable drip pan	Removable aeration pan.	Manifold panel			20x36x24	White,			
										20x36x24	Copper-tn,			
										30x36x24	Pink,	Left side		
										30x36x24	Yellow,	Left side		
										36x36x24	Turq.,	Left side		
										36x36x24	Gray	Left side		
										36x36x24	"	Left side		

DATA EXTERIOR DATA				SURFACE BURNERS													
Panel lights	Exterior finish & colors	Overall dimensions HxWxD	Wall cut-out	Suggested retail price	Model Nos.	Gold Seal	Number burners	Arrangement	Number with "brain"	Number timed	Control trade name	Gridle data	Exterior finish & colors	Overall dimensions HxWxD	Counter cut-out	Other built-in pieces	
	Porc.	36½x22x23	34½x22x23		601		4	Clus.	1-2		R-shaw		Porc., 6	¾x25½x22	20½x24		
	5 Cirs.	36½x22x23	34½x22x23														
X					DB4		4	Div.	1				Port. Avail.	Por. & Chr. 6 colors	27½x29½x21		
X					CR4		4	Div.	1						6½x26x21		
X																	
	Porc.				T1336		4	Stag.	1					Porc. & Chr., 5 colors	3x33¾x20	19x32¾	
X	4 Cirs.				T0216		4	I-line	1						5x21x21	19½x19¾	
X	"				T0426		4	Div.	1				(1) Ctr.	5 colors	8x42x25	Stack-on	
	Porc. & Br. Chr., 6 Cirs.	35% x 23% x 23½	22% x 34½		460T	X	4	Clus.	1		Harper		Porc. or Br. Chr.	27½x26% x 21	18½x24%		
		21½x34			460		4	Clus.						27½x26% x 21	18½x24%		
		22% x 34½			450T	X	4	Clus.	1		R-shaw			6x22x20	18½x20¾		
		22½x34			450		4	Clus.						6x22x20	18½x20¾		
		22% x 34½			250T	X	2	Div.	1		R-shaw			6x11½x20	18½x10¼		
		22% x 34½			250		2	Div.						6x11½x20	18½x10¼		
		22% x 34½															
	Chrome	38½x23x24	22x38	\$109.95	30010		4	Clus.			Opt.-set-on	Chrome	26Wx20D	24½x19½			
	Chrome				31010			Clus.				Copper	26Wx20D	24½x19½			
	Copper				31510			Clus.	1			Chrome	26Wx20D	24½x19½			
	Chrome				31610			Clus.	1			Copper	26Wx20D	24½x19½			
	Copper				31710			Stag.	1			Chrome	35Wx20D	33½x19½			
X	Chrome	42Hx32½W	31½x41½	229.95	31010			"V"	1			Robertshaw	35Wx20D	33½x19½			
X	Chrome	42Hx32½W	31½x41½	229.95													
	Fl.	Br. Chr., 4 Cirs.	37½x26½ x 21½		4621-1		4	Cluster		1			Br. Chr., 4 colors	24W			
		"			4621-1E									24W			
	Fl.		"		4731-1									30W			
					4731-1E									30W			
			37½xHx22W		4821-1									24W			
			37½xHx22W		4821-1E									24W			
	Porc., SS or Chr.	44x23% x 23½	42% x 22% x 22½		GI-12		2	In-line					Porc., SS or Chr.	20½x13½			
		"	42% x 22% x 22½		GI-22		4	Par.						"	20½x22½		
		"	42% x 22% x 22½		GI-32		4	Div.						"	20½x32½		
		"	42% x 22% x 22½		GI-33C		4	Div.						"	19½x31½		
		"	39½x29% x 23½	42% x 22% x 22½	GI-33CT		4	Div.	1		Robertshaw			"	19½x31½		
		"	37½x29½	37½x29½													
	Porc. & Br. Chr., 7 Cirs.	23x50	22x49	\$600.00	GT36GTE5		5	Div.	5		Robertshaw	Ctr.	Porc. & Br. Chr., 7-colors	36Lx21x3	20x35		
		23x50	22x49	530.00	GT36GTE		5		1			Ctr.		36Lx21x3	20x35		
		"	420.00		GT36G		5					Ctr.		36Lx21x3	20x35		
			312.00		GT30TE4		4		4					30Lx21x3	20x27¾		
			280.00		GT30TE				1					30Lx21x3	20x27¾		
			280.00		GT30									30Lx21x3	20x27¾		
			248.00		GT21TE									20½Lx21x5	20x19½		
			216.00		GT21									20½Lx21x5	20x19½		
					GT16TE2		2		2					16Lx21x3	20x15		
					GT6		2							16Lx21x3	20x15		
	Porc., Chr. or Copper & 7 colors	40½x22½x23	37½x21½ x 23		GI32		4	Div.					Porc. or Chr.	(1)	32½x20½		
					GI22-4								(2)	22½x20½			
					GA32-4								(1)	32½x20½			
					GA22								(2)	22½x20½			
					TG32								2½x20½	32½x20½			
					TGA32								x32½	32½x20½			

(1) 6½x20½x32½. (2) 6½x20½x20½.

AN EM WEEK EXCLUSIVE:

Specifications for 1961 Gas Built-In Ovens and Surface Burners

Built-in

OVEN DATA

CONTROL

Model No.	Gold Star	Number ovens	Interior size HxWxD	Interior finish	Oven type	Oven lite	Burner input BTUs	Type ignition	Type insulation	Oven door	Door window	Breiler features	Elevator shaft	Meat thermometer	Rotisserie	Clock & or Timer	Thermostat Control
2055	X	1	13½x18x20	In-Wall	X	18,000	Graduating		Lift-off	X			X	X	X	X	Robertshaw or Micro
2035													X	X	X		
2017													X		X		
2014																	
2008																	
2007																	
1012						X						X					

O'KEEFE & MERRITT—1700 E. Olympic Blvd., Los Angeles 23, Calif.

2055	X	1	13½x18x20	In-Wall	X	18,000	Graduating		Lift-off	X			X	X	X	X	Robertshaw or Micro
2035													X	X	X		
2017													X		X		
2014																	
2008																	
2007																	
1012						X						X					

PREWAY—Preway Inc., 1430 2nd St., N., Wisconsin Rapids, Wis.

2719		1	17x17x19½	I-Wall	X	19,000	Auto		Lift-off	X					X	Both	140°
2716					X					X				X	X	Clik.	
2711					X				"	X				"	"	"	
2710					X				"	X				"	"	"	
2706																	

RCA WHIRLPOOL—Whirlpool Corp., St. Josephs, Mich.

MG155		1	17x16½x18½	In-Wall	X	21,000	Auto	Fiber-glass	Lift-off	X						X	
MG175		"	"	"	"	"	"	"	"	"					X	"	Lo-Temp
MG195	X	"	"	"	"	"	"	"	"	"				X	X	X	"
MG295	X	"	17x24x18½	"	"	22,500	"	"	"	"				X	X	X	"

ROPER—George D. Roper Sales Corp., 2207 W. Station St., Kankakee, Ill.

715		1	16x17x20		X	X	20,000	Match-less			X					X	Lo-Temp
735		"	"		"	"	"	"			"			X	X	"	
730		"	"		"	"	"	"			"			"	"	"	

ROYAL ROSE—J. Rose & Co., 68 Jay St., Brooklyn, N.Y.

1A24		1	14x16x20	In-Wall		17,000	Auto or Manual										Robertshaw
1A25																"	
1A26																B J	
1A27					X											"	
1A28					X											B J C	

TAPPAN—The Taipan Co., 250 Wayne St., Mansfield, Ohio

OAKMR7333		1	15x17x20	In-Wall	X	24,000	Match-less	Fiber-glass	Lift-off	X	Chrome			X	X	Both	Lo-Temp
OAK7333											roll-out						
OK5333											Porc.			X			
OV5333											"						
OS5333											"						
02444											"						
DOAKNER7333	X				X					X	Chrome			X	X	Both	
DOAK7333											"						
DOKJ5333											"						
DOVR5333											Porc.			X			
DOV15333											"						
DOJ5333											"						
DOJ2444											"						

VESTA—Athens Stove Works, Inc., Athens, Tenn.

3241GA		2	16x24x19	In-Wall		22,500	Auto				X					X	Robertshaw
3241GB					X												
3241GC					X												
3241GD					X												
3241GE					X												
3241GF					X												
3241GH					X												
3241GI					X										X		

WASTE KING UNIVERSAL—Waste King Corp., 3300 E. 50th St., Los Angeles, Calif.

RG918	X	1	14x17x20	In-Wall	X	20,000	Auto	Fiber-glass	Lift-off	X						Opt.	Both	Lo-Temp
RG718C	X	1	"		X	"	"	"	"	"					"	"	"	Lo-Temp
RG618C			"		X	"	"	"	"	"					"	"	"	Reg.
RG518C		1	"		X	"	"	"	"	"								Reg.

WEILBILT—Weilbilt Corp., 57-18 Flushing Ave., Maspeth, N.Y.

1900*		1	14x19x19	In-Wall	X	20,000	Auto	Fiber-glass		X								

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GAS

SURFACE BURNERS

DATA					EXTERIOR DATA												
Panel Light	Exterior Finish	Overall Dimensions HxWxD	Wall cut-outs	Suggested Retail Price	Model No.	Gold seal	Number burners	Arrangement	Number with "brain"	Number timed	Control trade name	Griddle data	Exterior finish & colors	Overall dimensions HxWxD	Counter cut-out	Built-in pieces	
X		42 1/4 x 24 x 23 3/4			642	X	4	Div.	1		Robert-shaw	X	6 Dec. clrs.	42 x 22 x 11	40 3/4 x 23 1/2		
					342		"	"	1				"	"			
					336			V-line	1				"	36 x 18 x 6	34 3/4 x 16 3/4		
					236		"	"					"	34 3/4 x 16 3/4	34 3/4 x 16 3/4		
					526			Clus.	1		R-shaw		25 x 20 3/4	25 x 20 3/4			
					426		"	"					"	"			
		36 1/2 x 24 x 23 3/4															
X	6 clrs.	40 7/8 x 23 1/4	40 5/8 x 22 1/2		2734		4	Div.					6 clrs.	5 1/2 x 21 x 22	19 3/4 x 20 3/4		
	"	x 24 1/2	x 23 1/2		1738		"	"					"	8 x 24 x 22	22 3/4 x 20 1/2		
	"	35 5/8 x 22 3/4	34 3/8 x 21		2740		"	"					"	34 1/2 x 28 1/2 x 21	27 1/4 x 20 1/4		
	"	x 23 3/8	x 21 1/2		2746		"	"	1		R-shaw		5 clrs.	3 1/2 x 28 1/2 x 21	27 1/4 x 20 1/4		
1	"	"	"														
X	Porc.	39 1/4 x 23	38 1/4 x 21 1/2		HU802		4				Robert-shaw		Porc.	6 1/2 x 25 1/2 x 21	24 1/4 x 19		
	"	x 22 2 1/2	x 23		HG842		"						6 clrs.	3 x 30 x 21	28 3/4 x 19 1/4		
X	"	"	"		HG843		"		1				"	"	"		
X	"	(1)	88 1/4 x 28 1/2 x 23		HG885		"		1				"	"	"		
Chrome & Porc.	23 x 38 1/2 x 24 3/4	22 x 38 x 23 1/2			562TC		4	Clus.	1		Robert-shaw		Satin-Chr.	(1)	22 3/4 x 20 1/4		
	"	"	"		564TC		4	Clus.	1				6 3/4 x 22 x 21	19 3/4 x 19 1/4			
	"	"	"		590		5	Div.	1				"	(2)	19 3/4 x 35 3/4		
					900		4	Clus.					Chr.	5 3/4 x 25 3/4			
					903		4	Clus.	1				Enamel	x 20			
					933		4	Stag.	1		Robert-shaw		Chr. & En.	(3)			
Satin-Chrome or 4 clrs.	34 1/4 x H	33 1/2 x H			141		4	Clus.					Porc. or Chr.	21 1/2 W	18 3/4 x 20		
	x 22 1/2 W	x 21 1/2 W			152		"	"	1		H-Wy		4 clrs.	"	"		
	"	"			161		"	"			H-Wy		27 W	19 3/4 x 24 1/2			
	"	"			172		"	"	1				"	"			
X	Porc. & Luster, Loy, 5 clrs.	(1)	38 x 24 x 24		T642	X	4	Div.	1		Harper-Wyman	X	L-loy	11 x 42 x 22	20 3/4 x 40 3/4	(1)	
X	40 x 23 3/2 x 21 1/2	x 21 1/2			TC17		"	"	1			X	Por. & L-loy,	3 x 33 x 20 1/2	19 x 31 3/4		
	"	"			T17							X	"	"			
					TC6	X		Clus.	1				5 clrs.	3 1/2 x 25 3/4	20 3/4 x 25		
					T6			"					"	x 21 1/2	"		
X	(1)																
X	40 x 23 3/2 x 21 1/2	x 21 1/2															
	(1)																
	40 x 23 3/2 x 21 1/2	x 21 1/2															
	"																
Porc. & Br. Chr. & SS	41 1/2 x 33 x 24	41 x 32 x 24			2019G		4	Clus.			Robert-shaw		Porc. & Br. Chr.	2 3/4 x 30 x 21 1/2	Opt.		
					2019GC								"	"			
					2019GF								"	"			
					2019GS								"	"			
					2019GSF								"	"			
X	Porc., Br. Chr., 5 clrs.	39 1/4 x 23 3/4	38 x 22	\$269.95	S601/1U		4	Stag.	/1		/H-Wy		Porc. & Br. Chr.	2 3/4 x 36 x 20	34 3/4 x 18%		
	x 23 1/2	"	"	219.65	1031			Clus.	1				"	"			
	"	"	"	210.57	1032/32U			"	/1				"	"			
	"	"	"	190.86	414			"	1				"	"			
					427			"						6 x 22 1/2 x 21 1/2	20 3/4 x 19%		
Br. Chr., 3 clrs.	22 1/2 W x 32 1/2				1934		4	Div.	1				Porc. or Br. Chr.	20 1/2 x 29 x 3	26 1/2 x 18 1/2		
	"	"			1933								"	"			
	"	"			1932								"	"			
	"				1931								"	"			
					1923								Br. Alum.	22 1/2 x 20 1/2	18 1/2 x 21 1/2		
					1922								"	x 21 1/2	"		
Porc. or Chr., 6 clrs.	38 x 21 1/2 x 22 1/2	"			W200		4	Clus.					Chrome, 6 colors	19 x 20 1/2			
					2514		4	Stag.						20 x 26 3/4			

Squeezed for time? You bet. More so if you're one of the 21,088 appliance-radio-TV dealers selling 92.6% of the volume. It's a good bet too, that you're buying and reading **EM WEEK** every Monday*. Here's the one magazine edited to save you time, every story means business. Team up the really big sellers with the industry's best edited best-seller, and you're bound to get action. Buying/selling action. So when you want to hit the heart of this market, you just naturally aim better with ...

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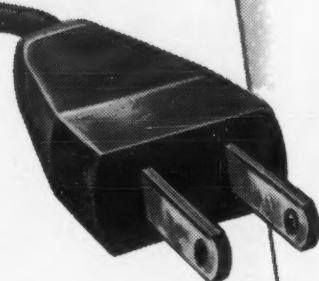


*Latest US Census Report states that 21,088 appliance-radio-TV dealers in business more than one year did 92.6% of the volume.

Latest ABC statement shows that 30,070 paid subscriptions go to appliance, radio, TV dealers, including department stores, utilities, contractor dealers and furniture-appliance stores. 1960 Dealer Profile shows that **EM WEEK** has over 20,500 dealer subscribers in this heart-of-the-market group.

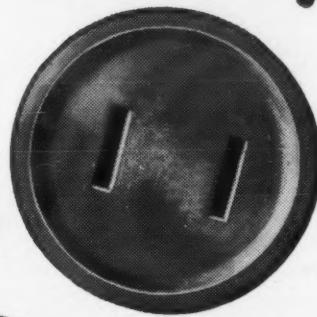
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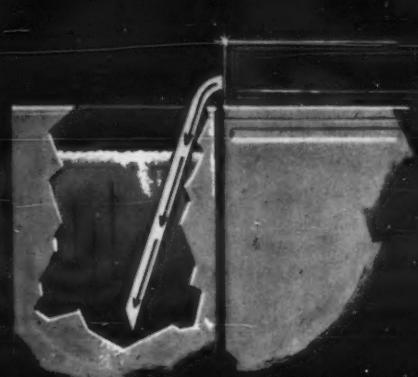
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EXCLUSIVE

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EXCLUSIVE

Suds-Miser® suds return system can save money on soap and hot water.



LJA-70



LJA-03



LJA-40



LJA-42

FIVE NEW

LJA-70 . . . with 2 speeds, 3 cycles, 5 wash and rinse temps, 3-level water selector; LJA-75 (with Suds-Miser).

LJA-42 . . . with 2 speeds, 2 cycles, 3 wash and rinse temps, 3-level water selector; LJA-47 (with Suds-Miser).

LJA-40 . . . with 2 cycles, 3 wash and rinse temps, 3-level water selector; LJA-45 (with Suds-Miser).

LJA-12 . . . 24-inch size with 2 speeds, 2 cycles, 3 wash and rinse temps, 3-level water selector.

LJA-03 . . . compact 24-inch size with 2 cycles, 3 wash and rinse water temps.

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and wonderful convenience, too!*

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new products



ZENITH 23-IN. BORDEAU TV CONSOLE



ZENITH 19-IN. SEABROOK DECORATOR CONVERTIBLE

ZENITH TV And Stereo Line Includes 42 Basic Models

Zenith's new line totals 42 basic models including 1 TV-phono and 4 TV-phono-radio combinations. There are 10 console hi-fi stereo record playing instruments; 5 have conventional AM-FM radio as standard equipment.

Highlighted in new TV line is an advanced Super target turret tuner with an individual channel "perma-set" control that eliminates need for calling a serviceman to fine-tune set, and a high fashion series of "Decorator Convertible" sets with a dual speaker Cine-Sound system.

In stereo, all but 1 model of the new line of hi-fi stereo record playing instruments, including the 9 basic models in the Royalcraft series and 5

23-in. TV console combinations, is engineered to provide radio listeners with a dynamic new broadcasting service (stereo FM) with the addition of Zenith's new AM stereo FM tuner. Tuner fits into a "drop-in" tuner compartment in each instrument and permits reception of new stereo FM radio programs, as well as conventional FM radio and standard AM broadcasts.

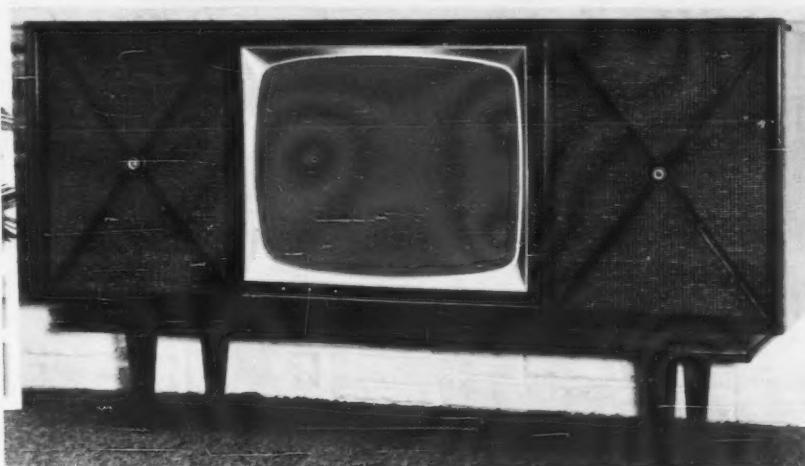
Royalcraft series is available in fine furniture cabinets of genuine maple, mahogany or walnut veneers and select hardwood solids or blond oak veneers and oak solids in Scandinavian, Danish and American modern, American provincial and Early American designs.

Zenith's four TV "Decorator Convertibles" combine picture brilliance, dual-speaker Cine-Sound system and room-to-room versatile cabinet designs. Front-mounted speakers on each side of picture screen gives balanced sound output and produces "Cine-Sound" effect from 19-in. TV. Zenith's deluxe gold video guard tuner also has a "perma-set" tuner.

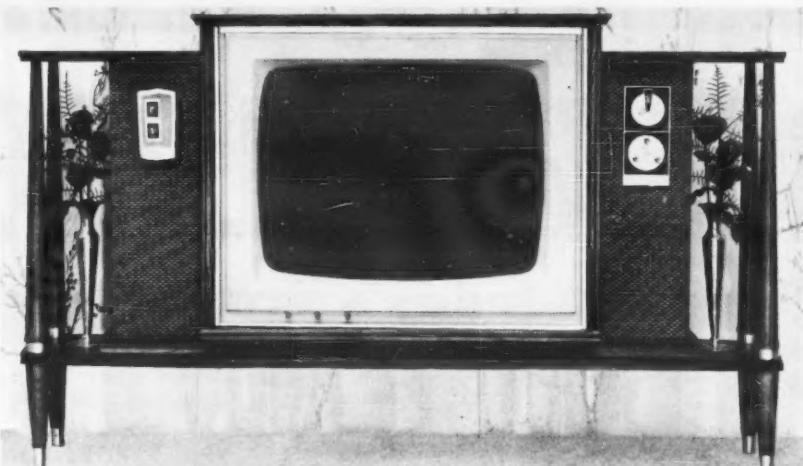
32 receivers through line use either new Super target turret tuner or gold video guard with all 104 contact points made of 16k filled gold alloyed with platinum and silver. 20 basic models have built-in Space Command 400 or 300 remote system TV tuning. Two are Decorator Convertible 19-in. sets.

All sets use Sunshine picture tube with a Zenitron high-speed, electron gun that allows up to 350,000 cycles more picture detail for greater picture brilliance and the sharpest, clearest pictures ever on a TV screen. **Service-saver chassis is standard**—a transformer-powered, horizontal unit with hand-crafted quality and hand-wired, hand-soldered connections. Darkened safety glass eliminates "double reflections."

Prices: \$169.95 for Bermuda, a 19-in. portable to \$850 for Bainbridge, 23-in. TV-stereo-radio combo with remote control system. Royalcraft series, from \$179.95 to \$445. Zenith Sales Corp., 6001 W. Dickens Ave., Chicago 39.



SYLVANIA HOME ENTERTAINMENT CENTER 23H54



SYLVANIA LOW-BOY CONSOLE 23L52

SYLVANIA 1962 TV Line Features "Flexicore" Transformer

A new "Flexicore" transformer highlights the 1962 Sylvania TV line in a new chassis, GT-555, which is featured in most models. Those without the GT-555 chassis will be equipped with Sylvania's S-110 chassis with silicone power rectifier. Features of the new transformer include metal parts plated in gold-color copper encapsulated capacitors, and windings that are epoxy-enclosed. The chassis is held in place in the cabinet by special front brackets and 3 rear screws. The Mylar-insulated high-voltage transformer is housed in a metal shield with a hinged lid. Mod-

els in the 1962 line include 12 23-in. consoles.

Nos. 23H54 and 23H53 are complete home entertainment centers with GT-555 chassis; picture prompter; bonded shield "Velvetone" picture tube; 2 12-in. and 2 3½-in. front speakers; "super distance" tuner; stereo hi-fi changer. No. 23H54 has an AM-FM tuner in addition. Both come in walnut or mahogany.

Nos. 23C39, 23C38 and 23C37 have Heywood-Wakefield wood cabinets; HaloLight; 1 9-in. and 2 4-in. front speakers and picture prompter. Nos. 23C39 and 23C38 have a 3-function

remote control. Cabinets come in maple, walnut and maple respectively.

Other 23-in. consoles in line include 23L52, low-boy; 23L51 low-boy, both with remote system; 23V50, vertical console; 23L49 low-boy; and 23V46 masonite vertical model.

Table models include 1 23-in. model 23T44 and 3 19-in. models. 23T44, 19T19 and 19T18 have bonded shield "Velvetone" picture tube; super distance tuner; 5-in. front speaker. Finishes include mahogany, blonde and walnut and Sierra brown or tan metal cabinets. No. 19T12 has a silver screen 85 picture tube; dipole

antenna; in a morocco brown metal cabinet.

Portable 19P11, has 2-tone finish. It has bonded shield picture tube; monopole antenna; 5-in. front speaker; top tuning; "super distance" tuner and carrying handle.

Prices, home entertainment centers \$699.95 and \$599.95; Heywood-Wakefield models \$560 and \$505; balance of 23-in. consoles, \$269.95 to \$479.95; table models from \$189.95 to \$239.95; portable, \$179.95. Sylvania Home Electronics Corp., sub. of General Telephone & Electronics, 700 Ellicott St., Batavia, N.Y.

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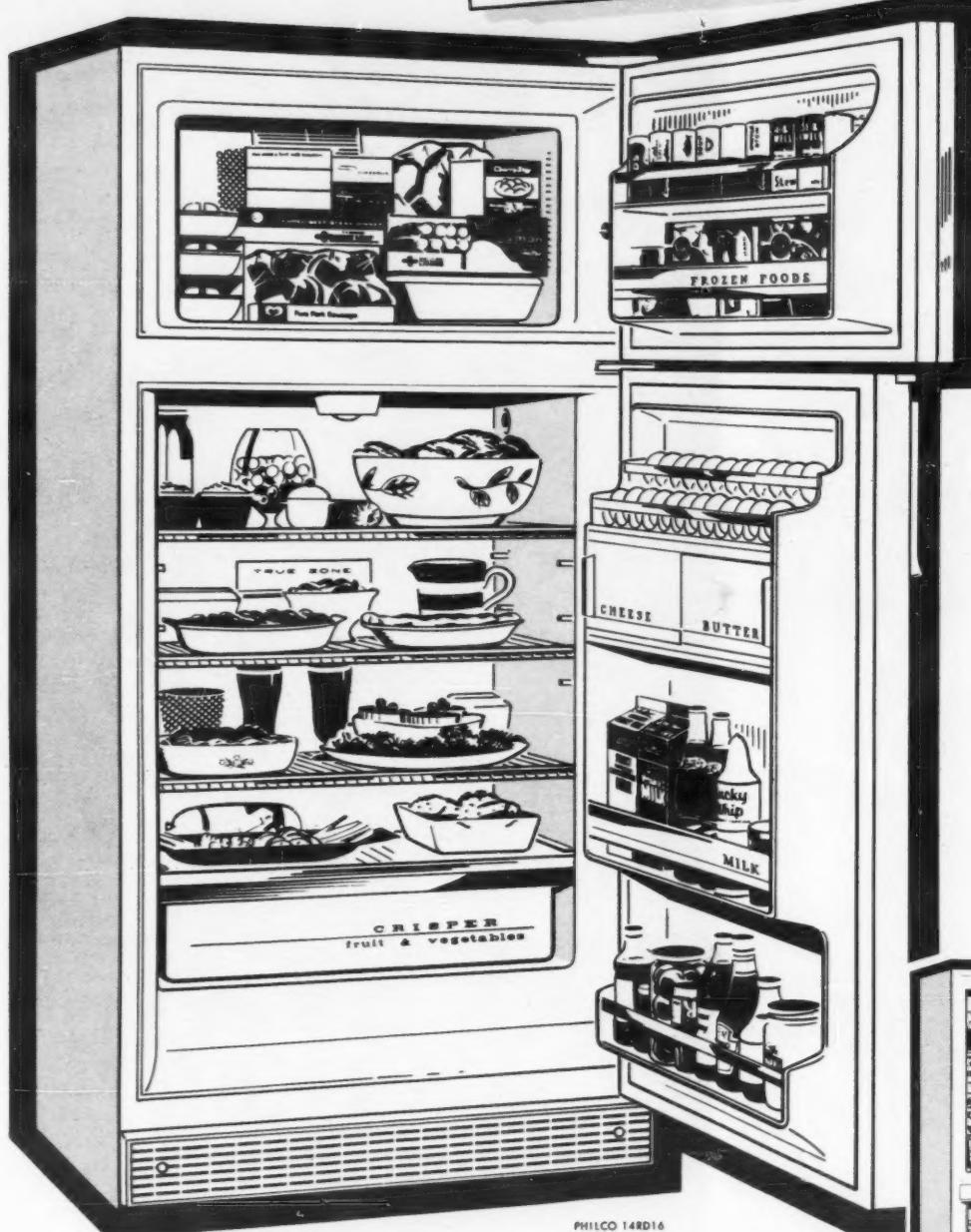
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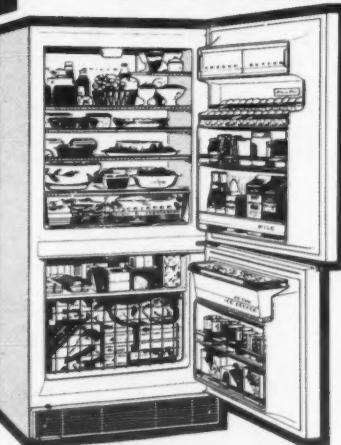
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- Deluxe, full-length Dairy Bar Storage Door.
- New tapering Easy-Grip Door Handles of gleaming chrome.
- Full-width Porcelain Crisper holds $\frac{3}{4}$ bushel.
- Deluxe bright metal Shelf Fronts and Interior Trim.
- Custom Trim Line Cabinet, approved for recessed installation by Underwriters' Laboratories.



NO FROST
in refrigerator
NO FROST
in freezer
NO FROST
anywhere

Summer Sale

TRAFFIC STOPPER
EASY-OUT ICE CUBE TRAYS

Reg. \$2.25 Retail Value

66¢

Just what every homeowner can use right now for cool summer drinks. A real traffic jammer!

Summer Sale

NO FROST
SUPERMARKETER
Refrigerator-Freezer

13.6
CU. FT. NET

- 5.14 net cu. ft. freezer plus 8.5 net cu. ft. refrigerator—total capacity 13.6 net cu. ft. • 3 sliding shelves • 2-compartment drawer for meats and vegetables • Butter and Cheese Keepers • Iceman for 160 cubes • Split-Level lighting • Deluxe bottle opener door handle • Magnetic Gasket door seal • "Clean back" cabinet installs flush against wall
- U.L. approved for recessed installation

FOR FEATURES THAT SELL, AT PRICES THAT SIZZLE, GO WITH

PHILCO
Famous for Quality the World Over

new products

CONTINUED

RCA VICTOR Color TV & Clock Radios

RCA Victor announces 2 color TV sets, Halifax (No. 212-G-89-R) and Glengarry (No. 212-G-90-R) plus 2 clock radios, Upstart No. 1RD1 and Chronicle No. 1RC3, Sprite Transistor, No. 1RG1.

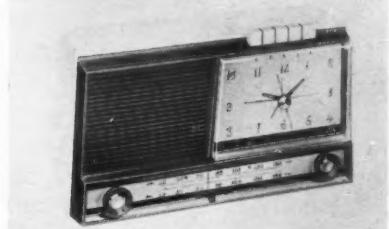
Features of color TV sets include wireless wizard remote control. Halifax is an Early American styled model in maple-stained hardwood veneers. It also features "Wireless Wizard" remote control and it also features hi-fi sulfide color tube and "New Vista" tuner.

Glengarry features Danish Modern styling in a genuine walnut veneer and solids and has remote control and a 2 speaker "Golden Throat" tone.

Upstart clock radio features a new quiet, easier-to-read clock incorporating wake-to-music feature. Unit is in a gull gray cabinet with black leatherette accent.

Chronicle features afc, pushbutton controls, drowse alarm, and a high efficiency 4-in. speaker. It is available in white and charcoal, and Espresso and white.

Sprite, No. 1RG1, portable transistor radio uses hypersensitive transistors found in such applications as computers, etc. This transistor model comes in 2-tone gray, Espresso and white, and 2-tone green. *RCA Corp. of America, 30 Rockefeller Plaza, N. Y. 20.*



CHRONICLE 1RC3



HALIFAX COLOR TV



"SPRITE" TRANSISTOR

CONTINENTAL Radios

Continental announces a new line of transistor radios, FM-772, TR-633, including No. FM-773 table clock radio with Telechron movement.

No. FM-773 is shockproof and has afc. No. FM-772 is equipped with multiplex and tuner output jacks. Without the clock this model has same design and specifications as No. FM-773. Used with an adapter in stereo systems, it will receive the newly authorized FM stereo multiplex broadcasting.

No. TR-633 is a miniature watch radio. Size is 4½ in. long and 2¾ in. wide. This 6-transistor radio combined with a jeweled Swiss alarm watch is convenient for traveling.

Other models include two battery-operated tape recorders and a portable battery operated stereo phono-



radio PR 1235 with 2 separate speakers, 1 is detachable.

No. PR-734 is a monophonic version of the stereo radio-phono with a single band radio. Both models have AC jacks for connection.

Prices: No. FM-773 \$59.95; No. FM-772 \$44.95; No. FM-771 \$39.50; No. TR-633 \$47.50; Tape recorders \$29.50 and \$89.50; No. PR-1235 \$137.50; No. PR-734 \$89.50. *Continental Merchandise Co., Inc., 236 Fifth Ave., N. Y.*

BRIEFS

Clairtone announces 3 accessories to its line of 5 hi-fi stereo consoles: a combination speaker unit and record storage cabinet (No. 4-S), a record storage cabinet (2-S) and a 3-way speaker system (3-S). Available in oiled or polished walnut, the Clairtone combination unit contains a 3-way speaker system: one 13-in. oval heavy-duty extended range aluminum cone woofer and 2 tweeters by EMI. 3 heavy-duty high flux density speakers are contained in speaker system, which may be used as an extension unit or to obtain increased physical separation in combination with main unit.

These units are designed for bookshelves, in corners, or in against-the-wall arrangements. *Clairtone Sound Corp. Ltd., Toronto, Canada.*

SELL THE RANGE THAT SELLS ITSELF!



GO FOR THE "BIG BUCKS"

... with this high mark-up beauty

CHARM'S dramatic styling and superb performance have won unparalleled acceptance for this remarkable new gas range. From its eye-level ovens to its tilt-up cooking top, *CHARM* offers a measure of cooking convenience unmatched anywhere. Fast, easy installation is another potent plus. Get your share of this top-profit business. Go for the "big bucks" now!

WRITE
TODAY
FOR THE
EXCITING
STORY OF
ROPER'S HOT
NEW
PROFIT
MAKER

GEO. D. ROPER SALES CORP. DEPT. EM KANKAKEE, ILL.

New for '62

SYLVANIA ANNOUNCES...

picture.



with new Velvetone
reflection-free screen

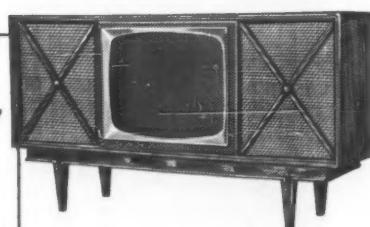
The Stockholm Picture-Computer TV Model 23L51: Velvetone Reflection-free picture. Woodblend HaloLight. Multiple speakers. Danish cabinet in walnut veneers and hardwood solids. Remote Control optional.

All models shown with 23 in. picture tube (overall diagonal measurements), 275 sq. in. viewing area.

A GREAT NEW LINE OF QUALITY TV THAT...

- Memorizes every factor of fine-tuning...
- Automatically adapts itself to local broadcast conditions for peak performance...
- Is built with computer quality to eliminate major causes of breakdown

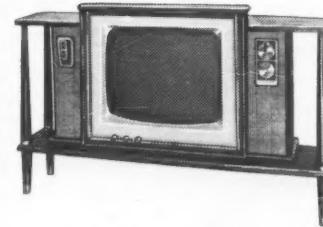
NEW SMART
"INTERNATIONAL SET"
STYLING FOR
SYLVANIA
PICTURE-COMPUTER TV
HERE ARE JUST
A FEW OF THE MODELS!



The Westport Picture-Computer TV Model 23H54: Velvetone Reflection-Free picture, automatic record changer, simulcast AM-FM tuner, four speakers. Walnut or mahogany, hardwood veneered cabinet. (Available also without AM-FM tuner.)



The Monterey Picture-Computer TV Model 23V46: Velvetone Reflection-Free picture, multiple speakers. Remote Control optional. Swivel base.



The Bergen Picture-Computer TV Model 23L52: Velvetone Reflection-Free picture. Woodblend HaloLight. Remote Control optional. Multiple speakers, unique Danish modern styling in walnut or mahogany veneers and solids.



The Roanoke Picture-Computer TV Model 23V50: Velvetone Reflection-Free picture, Woodblend HaloLight, Early American or American Contemporary styling.

See the complete new Sylvania line of portables, table models, consoles and combination models now at all Sylvania distributors'.

computer TV

FOR '62 SYLVANIA BRINGS YOU THE BIGGEST TV SELLING IDEA IN YEARS!

Here it is: Picture-Computer TV—a demonstrable new quality product with a dramatic new quality story. And only Sylvania's got it!

TV'S FINEST PERFORMANCE STORY

The new Sylvania Picture-Computer TV not only receives the signals, but selects the right signal, rejects interference, remembers fine-tuning adjustments, and accurately computes a sharp, reliable picture.

TV's finest tuning controls—For '62, Sylvania puts a full complement of tuning controls at your customers' finger tips—including TV's best horizontal-linearity controls and all other controls they need to accurately maintain a perfectly proportioned picture.

It remembers—Tell your customers all they have to do is *set it—forget it!* Once the set is "programmed"—by adjusting tuning, brilliance, contrast, and focus—the new Sylvania TV remembers and doesn't forget to deliver precisely the picture that is just right.

It selects the right signal—Here's a tremendous asset to many customers. Built in is an automatic signal selector that rejects interference from adjacent channels—even in heavily overlapping broadcast areas.

It accurately computes a great picture—To sell this picture, all you have to do is show it. Every picture tube contains the precision-automatic Accuratomic Focus Gun. It shoots a smaller dot that gives more detail to every inch of the picture. Focus stays sharp and clear.

New Velvetone Reflection-Free Screen—This superb new Sylvania picture is easier to watch—and a natural-born demonstrator—with the new Velvetone reflection-free screen that reduces distracting reflections from lamps, windows, and floors. Available on most models.

New Remote Control—Here's a feature you can demonstrate up to 35 feet. The new Sylvania remote control—containing computer-type components—turns set on, off, changes channels, and adjusts volume to your taste (optional extra on many models).

TV'S GREATEST RELIABILITY STORY

Here are just a few of the many examples of engineering ingenuity that make Picture-Computer TV stay new for years:

The new GT-555 chassis that "cruises" at 60% to 75% of the rated capacity of critical tubes and components. Result: maximum performance with minimum strain and heat on vital parts for longer life.

Quality you can bank on in TV, radio and stereo high fidelity.



A tuner that automatically cleans its own contact points. Result: tuner stays free of dirt and corrosion—a major cause of tuner failure.

A new, exclusive, Sylvania-designed Flexi-core power transformer that is smaller, more efficient—welded rather than bolted together, and sealed in Epoxy. Result: it is more reliable, minimizes annoying transformer hum.

A high-voltage transformer specially insulated with Mylar. Result: it prevents picture-arcing and failure in high-humidity areas.

An engraved circuit board—of the same type used in virtually all high-speed computers—that is 100% circuit-tested, with every connection double-sealed for assured performance. Result: more efficiency and reliability than hand-wired circuits. Human error is virtually eliminated.

A shatterproof safety shield that is bonded right to the face of the picture tube. Result: dust that can dim picture brightness is locked out, contrast is improved, and your customers enjoy added safety in their homes.

All this and exclusive HaloLight® too—Again in '62, Sylvania Woodblend HaloLight surround lighting makes the picture more pleasant to see. When the picture is off, the HaloLight frame changes color and blends with the beautiful wood finish of the cabinetry.

BROADEST NATIONAL ADVERTISING SUPPORT IN SYLVANIA HISTORY!

Coming this Fall: big dramatic ads in *Life*, *TV Guide*, *Good Housekeeping*, *Sports Illustrated*, *Holiday* and *Sunset!* Plus a huge 8-page ad spectacular in *Coronet* telling the complete Picture-Computer TV story. Reprints will be available in counter dispensers for you to hand out or mail.

Sylvania has just been awarded the Good Housekeeping Seal on Picture-Computer TV. It adds authority and conviction to your Sylvania quality story.

*During warranty period, upon return of Sylvania TV to Sylvania Distributor or Dealer by original buyer, who registered set within five (5) days of purchase with authorized Sylvania TV Distributor, and after prepayment of shipping costs, Sylvania shall provide replacement part if, in its opinion, part is defective in materials or workmanship under normal use, was not repaired, altered, misused, neglected nor damaged, and serial number unchanged.



Sylvania Home Electronics Corp., Batavia, New York

SYLVANIA

SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS

new products

CONTINUED



YOUNGSTOWN KITCHENS Built-In Ranges

A new line of built-in-gas and electric ovens and super-thin drop-in range tops is announced by Youngstown Kitchens. Also announced is a built-in counter level oven and range in gas or electric, "Diana."

A 24-in. built-in gas double oven features infra-ray broiling, roasting or barbecuing in the top oven. Infra-ray begins cooking immediately with fast, 3-micron heat waves. Triple-split rotisserie is available in upper oven. Lower oven, with a conventional burner, has an optional roastender that turns off burner and sounds a warning buzzer when the meat has become cooked to the desired degree.

A 24-in. electric double oven has automatic and clock-controlled top oven. Both ovens have 3,000w rod-

type broil units and 2,200w rod-type bake units. Also available with triple rotisserie and roastender. Oven interiors are porcelain enamel.

Diana, built-in counter-level oven and range, is also available in gas or electric. Designed to fit space normally taken by a 24-in. base cabinet, units are fully automatic and clock-controlled. Range top is recessed below counter top.

Chrome molding around front of unit protects finish on adjacent cabinets.

All models available in brushed chrome, coppertone or pink, yellow or turquoise porcelain. Diana, also available as free-standing unit with matching side panels in coppertone or brushed chrome. *Youngstown Kitchens Div., Warren, Ohio.*



Dining above the clouds ala Gibson Beautiful Braniff hostess Dianne Sharp serves one of the gourmet-chosen meals Gibson Dealers will enjoy en route to Jamaica and Panama for this year's Gibson Convention. Gibson and Braniff are plotting against your waistline with full six-course airborne feasts . . . entrees ranging from prime filet mignon to chicken Kiev . . . superb wines and liquors . . . served as you soar smoothly along on your 10-mile-per-minute flight to fun. Gibson, famous for fabulous Conventions, again has chosen the finest in non-stop super-jet travel . . . the most memory-making destinations . . . the most sumptuous Caribbean and Latin American hotels . . . all for the world's most pampered travelers, the Gibson Dealers of America! Still plenty of time to qualify with Gibson's hot line of summer-selling appliances. Test your willpower—tempt yourself—talk it over with your Gibson Distributor now!

JAMAICA/PANAMA WITH

Gibson

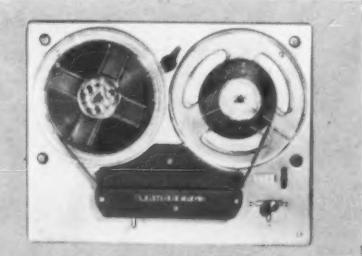
Gibson Refrigerator Sales Corporation, Greenville, Michigan, a Subsidiary of HUPP Corporation



MARQUETTE Washer

A new semi-automatic washer with square contemporary styling and extra washing conveniences is announced by Marquette. Features include: More washing action with deeper, bowl-shaped tub and hi-vane agitator. Efficient, easy to clean lint filter. Waist high controls with electric shut-off timer, bell signal and hold position for constant operation. Automatic wringer protects delicate fabrics, yet wrings heavy fabrics thoroughly to save drying time.

Entire top and cover molded of Impex is chip, scratch, rust and detergent-proof. G-E or Westinghouse motor, rubber cushioned, lifetime lubricated, $\frac{1}{3}$ hp, 115v. Washer No. 860-D1 has lifetime transmission contract. *Marquette Corp., Minneapolis, Minn.*



TANDBERG Playback Tape Deck

No. "65" 3 speed, 4 track stereo playback tape deck is announced. It features a playback head for 2 and 4 track stereo and monaural tapes; start-stop button, 2 outputs for plug-in preamplifiers; facilities for adding record and erase heads; designed for installation into hi-fi systems.

Price: \$199.50. *Tandberg of America, Inc., Pelham, N. Y.*

**PEOPLE
IN THE
NEWS**



**W. E. Davidson
of G-E**



**A. C. Elles
of Regency**



**L. I. Falzer
of Monitor**

General Electric—William E. Davidson was appointed general manager of the television receiver department at Electronics Park, Syracuse, N.Y. Davidson was general manager of G-E's photo lamp department.

Gibson—D. M. Glover was named assistant to the president for administration and R. R. Powers was named marketing assistant to the president. Previously, Glover was administrative assistant and Powers was assistant to the president.

Blonder-Tongue—Tom Shea has been appointed eastern regional field manager and Paul Pusecker has been named midwestern regional field manager. Prior to the appointments, Shea was a sales engineer and Pusecker was east coast field sales manager.

Maytag—Earl W. Neppel was named a regional manager in the Cincinnati branch. Art Miller, formerly service manager for the Maytag Detroit Co., was appointed to succeed Neppel as regional manager for upstate New York.



**QUEEN, VOTE
SPARK NYC
PROMOTION**

Carol Howey, portable radio queen in June promotion for Eveready batteries, gives ballot to J. L. Scheinberg, general sales manager of Emerson Radio Associates, New York, so he can vote with other New Yorkers for city's favorite radio personality. Ballot boxes are being featured in retail radio and record stores.



CASWELL SPEARE PUBLISHER

**DALE R. BAUER ADVERTISING SALES
MANAGER**

Philip G. Weatherby, General Manager, Home Goods Data Book; **Robert J. Tucker**, Director of Creative Marketing; **Henry J. Carey**, Director of Market Research; **Peter Hughes**, Production Manager; **Marie Restaino**, Production Assistant.

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ATLANTA: Raymond K. Burnet, 1375 Peachtree St., N.E., Atlanta 9, Ga., (Atlanta) 875-0523.

CHICAGO: Edward J. Brennan, Bruce Tepaske, 645 N. Michigan Ave., Chicago 11, Ill., MO. 4-5800.

DALLAS: John Grant, 901 Vaughn Bldg., Dallas 1, Tex., RI. 7-5117.

DETROIT: Robert J. Scannell, 856 Penobscot Bldg., Detroit 26, Michigan, WO. 2-1793.

HOUSTON: Joe Page, W-724 Prudential Bldg., Houston 25, Tex., JA. 6-1281.

LOS ANGELES: Noel Humphrey, 1125 West Sixth, Los Angeles 17, Cal., HU. 2-5450.

SAN FRANCISCO: Thomas H. Carmody, 255 California St., San Francisco 11, Calif., DO. 2-4600.

PORLTAND: Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.

**stocks low?
need someone
to "pull one
out of the
hat"?**

CALL
Graybar

988

Jack Paar is selling DOMINION Hair Dryers...

Are you?

The Jack Paar Show • NBC-TV



Model 1805



Before you buy...be sure to see...Dominion's Seal of Quality
DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO

MARKET REPORTS

CONTINUED FROM PAGE 18
we should have included some heating units."

Nevertheless, Craven reported that air conditioners and dehumidifiers have been moving well this spring, along with washers, ranges and dishwashers.

Dealers like Bob Brady of Bob Brady's Appliances and Clifford Abraham of Clifford's Appliances echoed what seems to be the general feeling that business conditions in general have improved this spring.

Brady noted that refrigerators, especially frost-free models, were moving at a good clip until the cold snap practically stopped sales. Air conditioners were moving fine too, he said.

One thing that is mystifying dealers has been the absence of Kentucky veterans' bonus money in appliances. One dealer expressed one explanation: Those veterans who have received their bonus and are spending it are putting their money into automobiles, especially used cars. "Many used car dealers are extending credit on the promise they'll get first crack at the bonus when the veteran gets it and the result is that used cars are hot now," the appliance dealer said.

Another factor in the downtown business section is the remnants of the Negro anti-discrimination boycott of business places. As the result of the Negro drive, most restaurants, theaters and other business places have integrated their facilities. But a few haven't and the Negro leaders are still discouraging buying in some areas. "The problem is still hurting some dealers," said Brady.

SOUTHWEST . . . PHOENIX—The buying craze that unaccountably accompanies the first heat wave of the season has struck again at Phoenix.

The temperature touched 113 degrees—and the pocketbook thaw broke as usual.

Dealers reported sales spurts on almost all fronts after a generally soft market, though nearly all report satisfactory gains during the first half of the year.

Jim Herold, whose two new goods outlets and one used store have accounted for a quarter million gain over the same period in 1960, said all major appliances were moving, especially stoves and refrigerators.

Ed Simmons of Sears, biggest appliance merchandiser in the state, credited double-truck ads and "power pricing" for good gains at all outlets. Air conditioning boomed with the heat wave, the ratio being four evaporative coolers to one central refrigeration unit, and 10 to 1 for room refrigeration units.

Washers and vacuum cleaners were moving more briskly than at any time in 1961.

Refrigerators and deep-freeze combinations were booming—chiefly because of the annual "Snowballs In June" promotion, a joint operation by the Central Arizona Appliance Dealers Assn. and the statewide promotional efforts of Arizona Public Service.

The gimmick—in which numbers hidden in the snowballs qualify for free steak drawings—has been bringing 2,000 registrations a week, according to AMA Secretary Dick Ruecker.

HOW'S BUSINESS?

Here's the answer for 26 key markets which cover 15% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with an authentic, timely index of retail sales. It's an ELECTRICAL MERCHANDISING WEEK exclusive.

April, 1961 vs. April 1960 4 Mos. 1961 vs. 4 Mos. 1960	00 00	Refrig- erators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish- Washers	Room Air Condi- tioners	Air TV
IN THE EAST										
United Illuminating Co.	+ 4	+ 2	-13	-24	+10	+12	+29	-136	+ 3	
	+ 8	+27	-10	-18	+ 9	+ 4	+ 7	-160	+ 1	
N. Y. State Elec. & Gas Corp.	- 3	- 8	+ 5	+ 4	+ 1	- 9	-14	- 60	*	
	+ 1	+ 3	- 2	+26	- 4	-12	+ 1	- 41	*	
Jersey Central Power & Light	-25	- 8	-15	-28	-15	-23	-12	- 77	+ 5	
	- 9	- 6	- 2	-22	-11	-18	+ 5	- 72	+ 5	
New Jersey Power & Light Co.	-17	+10	+16	+16	-12	-12	+ 6	+ 60	-15	
	-12	+ 1	- 3	- 9	- 6	- 5	+15	- 61	- 8	
Philadelphia Elec. Assoc.	+18	+11	+24	+72	+12	+ 3	+11	- 42	+26	
	- 2	+10	+ 5	+14	- 2	-13	+17	- 6	+ 4	
Pennsylvania Elect. Co.	-18	-12	- 2	- 5	-10	- 9	+13	- 80	+10	
	-12	- 9	0	+ 2	-18	-19	- 4	- 77	- 9	
West Penn Power Co.	-23	-20	-13	+29	-18	-11	-21	- 66	-12	
	-19	- 8	-18	+30	-23	-26	- 2	- 60	-24	
IN THE MIDWEST										
Dayton Power & Light Co.	-29	+29	-21	-23	- 8	-16	+ 6	- 57	+ 1	
	-21	+ 6	-15	-22	-14	-26	+14	- 59	-15	
Central Illinois Public Service	-13	+ 1	-12	-58	- 7	-39	-10	- 61	+10	
	- 3	- 2	-16	-35	-12	-34	+ 5	- 47	- 5	
Kansas Gas & Electric Co.	+ 2	+17	-14	-23	+13	+ 5	+131	+313	-10	
	-13	+ 5	-20	-18	- 1	-15	+ 8	+ 80	-27	
Kansas Power & Light Co.	-19	- 7	-14	-29	-10	-15	*	- 55	+ 9	
	- 6	+10	- 2	-15	- 8	-26	*	- 49	- 2	
Nebraska-Iowa Elec. Council	+ 5	+ 3	- 6	+20	- 6	+14	+47	- 41	-16	
	+30	+36	- 4	+19	+33	+44	+76	- 13	+10	
IN THE SOUTH										
Chattanooga Elec. Power Bd.	-26	-42	- 6	-15	- 5	-23	-27	- 30	+ 9	
	-25	-44	- 8	- 7	-16	-25	+ 8	- 31	- 1	
Nashville Elec. Service	+36	+ 4	+ 1	-14	*	-11	*	*	*	
	+13	- 7	- 5	-12	*	-13	*	*	*	
Florida Power & Light Co.	+ 4	- 2	-18	+48	- 4	- 9	+12	+ 8	-35	
	- 6	+ 9	-13	+40	-12	-16	-19	+ 41	-39	
Florida Power Corp.	-14	+10	-22	-21	-10	+17	-11	0	+19	
	-11	+45	-23	-19	- 4	+ 3	-13	+ 14	+ 2	
Tampa Electric Co.	-18	+ 1	+24	- 7	-11	-33	+ 7	- 14	+ 1	
	-10	+19	- 7	-14	- 8	-17	+13	+ 2	0	
IN THE SOUTHWEST										
Dallas Power & Light Co.	-16	-48	+36	*	-19	+14	+42	- 71	+ 7	
	- 7	-30	+ 7	*	-22	-11	- 6	- 12	-23	
Gulf States Utilities Co.	*	*	+ 9	-13	*	+ 9	*	*	*	
	*	*	- 7	+ 4	*	-10	*	*	*	
EI Paso Electric Co.	- 5	-11	-17	+89	*	+24	+80	+ 1	-12	
	-27	-10	-11	- 6	*	+18	+20	+ 18	- 9	
Southwestern Electric Power	- 6	+ 1	+51	-50	- 9	+25	+20	- 11	-13	
	- 4	+ 8	+ 4	+ 4	- 9	- 2	- 9	- 8	- 6	
New Orleans Public Service	+19	+ 3	+ 1	*	-29	+11	+20	+ 27	+24	
	+ 5	+15	-28	*	+ 6	+19	+ 3	+ 55	+30	
IN THE WEST										
Idaho Power Co.	+ 9	-20	+11	+26	- 5	-22	- 9	*	*	
	- 4	- 9	+ 4	+19	- 9	-23	+ 2	*	*	
Pacific Gas & Electric Co.	+10	-17	+14	-13	+12	+24	+41	+ 38	+ 3	
	+ 7	- 2	+ 4	+ 3	+ 2	+ 7	+19	+ 21	+ 4	
Pacific Power & Light Co.	-16	-29	-18	+ 7	- 9	- 9	- 3	- 7	+ 1	
	- 8	-15	-13	- 1	- 8	-13	+ 5	- 18	- 5	
Washington Water Power Co.	+ 6	-23	-33	-35	-14	-27	+68	- 18	-33	
	-23	-15	-40	-23	-33	-36	-13	- 61	-32	
NATIONAL										
April 1961 vs. April 1960	- 1	-12	+ 1	+ 9	- 3	+ 1	+21	- 28	+ 1	
4 Mos. 1961 vs. 4 Mos. 1960	- 3	+ 1	- 5	+ 8	- 7	- 9	+ 9	0	- 6	

How April Sales Fared

Appliance retail sales are definitely on the comeback trail. Figures from 26 leading utilities throughout the country, representing better than 16 million wired homes, indicated that in April the customer was starting to come out and spend some of that money that had been eluding dealers for quite some time. Although comparative figures still have 1960's sales above 1961's, the past two months have clearly indicated that if consumer purchases continued along the lines of March and April, this year should be a profitable one.

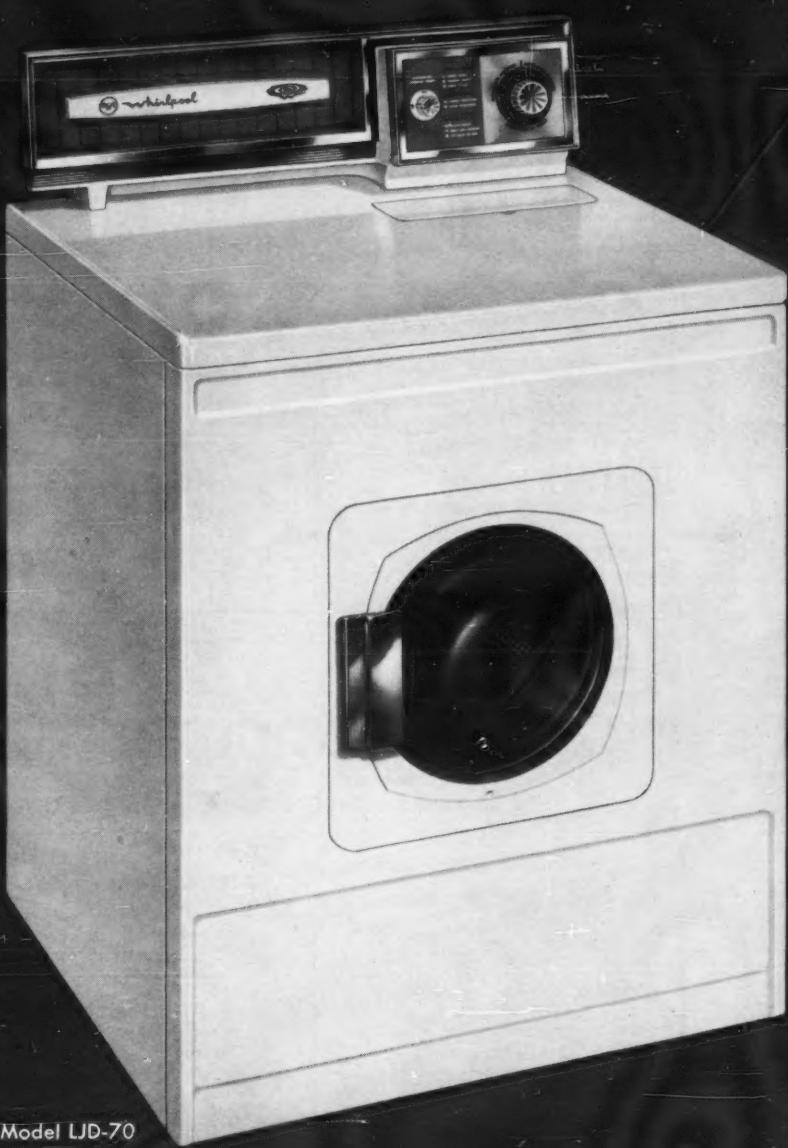
Five appliances—ranges, water heaters, dryers, dishwashers and television—all indicated monthly gains. Refrigerators were off slightly. Freezers, up every month this year, suffered a surprising setback in April but still managed to maintain their lead over cumulative 1960 sales. Washers continued to creep forward as April saw that product miss by only 3%. Air conditioners were off a resounding 28%. This was surprising, considering that item's great success through the first three months of 1961. The drop in air con-

ditioner sales placed the room cooler four-month totals even with last year.

Regionally, the five geographical sections fared just about even. In the East, sales were definitely hurt by the many rainy days that dotted the calendar. This area, in fact, typified most of the nation's markets: Increased sales activity, but not quite up to 1961 on an overall basis—clear signs that business was on the upswing.

Individual areas making sales news in April were United Illuminating up in six of nine products, New Orleans Public on the plus side in seven of nine, and Pacific G & E also up in seven of nine.

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!



Gas and electric models available

new dryer design solves an old dryer problem

The solution to moving a high volume of heated air while maintaining quieter operation is in the new RCA WHIRLPOOL dryer

The old problem facing dryer manufacturers is to reduce the sound level yet retain the volume of air flow necessary for drying efficiency and minimum drying time.

Now, with the introduction of new RCA WHIRLPOOL dryers, Whirlpool engineers have solved this problem with a completely new design of the blower housing and drive. The new high-impact plastic molded blower housing has a highly-polished, new shape which reduces air resistance and resulting noise to a new low

while handling a high volume of air. Also the molded characteristics of the housing reduce the transfer of noise to the metal cabinet. To dampen the sound further, a new round stretch belt is used which eliminates the idler pulley and reduces the number of working parts. This all results in a *quieter dryer* with high drying efficiency and minimum drying time. Prove it to yourself . . . see these dryers at your RCA WHIRLPOOL distributor, let him demonstrate their quieter operation

and the other sales-clinching features that only RCA WHIRLPOOL dryers give you!

*Join up! . . . it's easier to sell
RCA WHIRLPOOL than sell against it!*

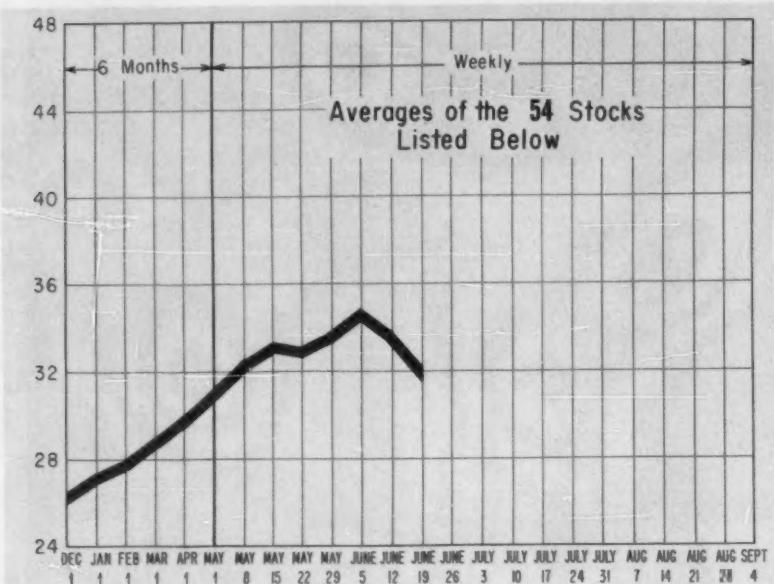
WHIRLPOOL
CORPORATION
ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars

NEW YORK EXCHANGE

	1961	High	Low	Close June 12	Close June 19	Net Change
Admiral	15 1/8	10 5/8	13 1/2	13	— 1/2	
American Motors	21 1/4	16 1/2	17 7/8	17 1/2	— 3/8	
Arvin Ind. 1	28 1/8	20	24	22 3/4	— 1 1/4	
Borg Warner 2	43 1/8	35	41 1/2	40 1/8	— 7/8	
Carrier 1.60	49	32 1/8	44 1/2	43 3/4	— 3/4	
CBS 1.40B	42 1/8	35 5/8	38 1/8	37 1/8	— 1/4	
Chrysler 1A	48	37 3/8	43 1/2	44 1/2	+ 1	
Decca Records 1.20	47 1/2	32 7/8	38 3/8	35 7/8	— 2 1/2	
Emerson Electric 1BXD	87 1/2	50	78 1/4	70 1/4	— 8	
Emerson Radio .37T	16 1/4	11 1/8	15 1/8	14 1/8	— 1/4	
Fedders 1B	25 1/8	17 1/8	24	23 3/8	— 3/8	
General Dy. 1	45 1/2	33 1/4	36 1/8	33 1/8	— 2 1/2	
General Elec. 2	74	60 1/2	66	63 1/4	— 2 3/4	
General Motors 2	49 1/2	40 1/8	45 1/8	45 1/8	— 1/2	
General Tel & El .76*	32 1/2	24	27	26 1/8	— 7/8	
Hoffman Elec.	29 1/8	16 1/4	23 1/8	21 1/4	— 2 3/8	
Hupp Corp. .25F	11 1/4	8	10	9 1/2	— 1/2	
Magnavox 1	96 1/4	46	92 1/4	82 1/4	— 10	
Maytag 2A	51 1/2	36 1/2	49 1/2	49 1/2	—	
McGraw-Edison 1.40	40 1/2	30 1/4	36 1/4	36 1/8	— 3/8	
Minn. M&M .60	87 1/8	70 1/8	85 1/2	82 1/2	— 3	
Montgomery Ward 1	34 1/4	27 1/4	28 1/4	27 1/4	— 4	
Monarch .04	18 1/2	13 1/8	16 1/8	15 1/4	— 1 1/8	
Motor Wheel 1	20 1/2	11 1/4	15 1/4	14	— 1 1/4	
Motorola 1	100	75 1/2	90 1/4	85 1/2	— 4 1/4	
Murray Corp.	30 1/2	26 1/2	28 1/2	28	— 5/8	
Norris-Thermador	34 1/2	18	25 1/2	24	— 1 1/2	
Philco	25 1/2	17 1/2	24	22 1/2	— 1 1/2	
RCA 1B	65 1/2	49 1/2	61 1/4	57	— 4 1/4	
Raytheon 2.37T	43 1/2	35 1/4	41 1/2	39 1/2	— 1 1/2	
Rheem	23 1/2	13 1/2	18 1/4	18 1/8	— 1/8	
Ronson .60	23 1/2	12 1/2	20	17 1/2	— 2 1/2	
Roper GD	25 1/2	16 1/2	24	23	— 1	
Schick	14 1/8	8 1/4	11	10 1/8	— 5/8	
Siegler Corp. .40B	34	27	28 1/8	27	— 1 1/8	
Singer	102 1/2	63 1/2	97	89 1/2	— 7 1/2	
Smith A. O. 1.60A	37 1/8	29 1/2	35	29 1/2	— 5 1/2	
Sunbeam 1.40A	54 1/2	45 1/2	51 1/4	50	— 1 1/4	
Welbilt .10E	7 1/8	4 1/8	6 1/4	6 1/8	— 1/8	
Westinghouse 1.20	50	40 1/8	45 1/8	43 1/8	— 2	
Whirlpool 1.40	34 1/2	27 1/4	32 1/8	31 1/8	— 1 1/2	
Zenith 1.60A	185	97 1/4	166 1/8	164 1/2	— 1 1/8	

AMERICAN EXCHANGE

	1961	High	Low	Close June 12	Close June 19	Net Change
Century Electric	10 1/4	5 1/8	8 7/8	8 3/4	— 1/8	
Ironrite .25T	8 1/4	5 1/2	6 5/8	7 1/4	+ 5/8	
Lynch Corp. 87T	12 3/4	8 1/4	10 3/4	11 1/8	+ 3/8	
Muntz TV	7	4	5 1/2	5 3/8	— 1/8	
National Presto .60	31	12 1/4	20 3/4	20	— 3/4	
Nat. Un. Elec. (Eureka)	4 1/2	1 1/2	4 1/4	4	— 1/4	
Pentron	8 5/8	2 5/8	6 1/8	6 3/8	— 1/2	
Proctor-Silex	9	5 1/8	8	8 1/4	+ 1/4	
Republic Trans.	9 1/2	4 1/2	7 1/2	7 1/2	—	
Trav-ler Radio	7 1/2	4 1/2	6 1/4	6 1/8	— 1/8	

MIDWEST EXCHANGE

	1961	High	Low	Close June 12	Close June 19	Net Change
Knapp-Monarch	—	—	7 1/4	7 1/4	—	
Webcor	—	—	9 3/4	9 1/4	— 1/2	

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: Stocks fell again last week. The EM WEEK average recorded its greatest loss of the year as it tumbled 1 1/2 points to a reading of 32 1/4. On the N. Y. Exchange, among the 42 key issues charted, only one stock, Chrysler, finished the week on the plus side. Analysts were mixed as to the cause of this sudden reversal, however most seemed to agree

that the drop was a natural occurrence as the economy slowly straightens out. Most were still optimistic, while others felt the turnaround was merely a slow disenchantment with the new administration. It could also be that buyers of more than six months ago are now taking their profits. Reasons notwithstanding, the market was anything but dramatic.

A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES appliance-radio-TV index (1957 = 100)	108	109	111	2.7% down* (March 1961 vs. March 1960)
RETAIL SALES total (\$ billions)	18.1	17.9	18.4	1.6% down (May 1961 vs. May 1960)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	325	318	331	1.8% down (April 1961 vs. April 1960)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	269	274	290	7.2% down (April 1961 vs. April 1960)
FAILURES of appliance-radio-TV dealers	37	30	27	37.0% up (May 1961 vs. May 1960)
HOUSING STARTS (thousands)	118.7	110.3	125.0	5.0% down (April 1961 vs. April 1960)
AUTO OUTPUT (thousands)	128.6**	127.3**	137.6**	6.5% down
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.0+	18.3+	19.2+	6.3% down (4th qtr. 1960 vs. 4th qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	357.1+	358.1+	347.0+	2.9% up (1st qtr. 1961 vs. 1st qtr. 1960)
CONSUMER SAVINGS annual rate (\$ billions)	28.1+	27.2+	23.7+	18.6% up (1st qtr. 1961 vs. 1st qtr. 1960)
EMPLOYMENT (thousands)	66,778	65,734	67,208	0.6% down (May 1961 vs. May 1960)

*New index being used. Federal Reserve Bulletin (seasonally adjusted).

**Figures are for week ending June 17, 1961, and preceding week (revised).

+Figures are for quarters.

++Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

	1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room.....	Apr. 195,700	226,900	-13.75
DISHWASHERS	4 Mos. 724,300	668,400	+ 8.36
DRYERS, Clothes, Electric.....	Apr. 52,100	50,300	+ 3.58
DRYERS, Gas.....	4 Mos. 193,700	187,500	+ 3.31
FOOD WASTE DISPOSERS	Apr. 31,093	35,659	-12.80
FREEZERS	4 Mos. 206,627	240,680	-14.15
PHONOGRAPH SHIPMENTS	Apr. 14,949	17,554	-14.84
RADIO PRODUCTION	4 Mos. 106,006	122,708	-13.61
RADIO RETAIL SALES	Week June 9 221,634	193,430	+14.58
TELEVISION PRODUCTION	23 Weeks 4,438,792	4,592,573	-3.35
TELEVISION RETAIL SALES	Apr. 603,489	547,839	+10.16
REFRIGERATORS	4 Mos. 2,704,218	2,627,147	+ 2.93
RANGES, Electric, Standard.....	Week June 9 124,307	109,299	+13.73
RANGES, Gas, Standard.....	23 Weeks 2,394,841	2,649,594	-9.61
BUILT-IN.....	Apr. 378,275	351,214	+ 7.70
BUILT-IN.....	4 Mos. 1,760,453	1,951,583	-9.79
VACUUM CLEANERS	Apr. 273,900	300,000	-8.70
WASHERS, Automatic & Semi-Auto.....	4 Mos. 1,038,600	1,225,600	-15.26
WRINGER & SPINNER....	Apr. 69,700	69,600	+ .14
WASHER-DRYER COMBINATIONS	4 Mos. 297,100	312,400	-4.90
WATER HEATERS, Electric (Storage).....	Apr. 58,700	58,300	+ .69
WATER HEATERS, Gas (Storage)	4 Mos. 217,000	233,700	-7.15
WATER HEATERS, Gas (Storage)	Apr. 108,000	128,500	-15.95
WATER HEATERS, Gas (Storage)	4 Mos. 426,600	519,800	-17.93
WATER HEATERS, Gas (Storage)	Apr. 28,300	28,000	+ 1.07
WATER HEATERS, Gas (Storage)	4 Mos. 100,100	104,200	-3.93
WATER HEATERS, Gas (Storage)	Apr. 265,032	278,391	-4.99
WATER HEATERS, Gas (Storage)	4 Mos. 1,115,449	1,171,122	-4.75
WATER HEATERS, Gas (Storage)	Apr. 164,481	175,983	-6.53
WATER HEATERS, Gas (Storage)	4 Mos. 773,330	843,899	-8.36
WATER HEATERS, Gas (Storage)	Apr. 45,214	59,845	-24.45
WATER HEATERS, Gas (Storage)	4 Mos. 198,436	235,769	-15.83
WATER HEATERS, Gas (Storage)	Apr. 8,751	10,404	-15.89
WATER HEATERS, Gas (Storage)	4 Mos. 32,976	59,433	-46.03
WATER HEATERS, Gas (Storage)	Apr. 62,500	57,000	+ 9.65
WATER HEATERS, Gas (Storage)	4 Mos. 247,100	254,200	-2.79
WATER HEATERS, Gas (Storage)	Apr. 268,300	216,200	+24.10
WATER HEATERS, Gas (Storage)	4 Mos. 963,000	893,800	+ 7.74

100% front-servicing on Norge washers!

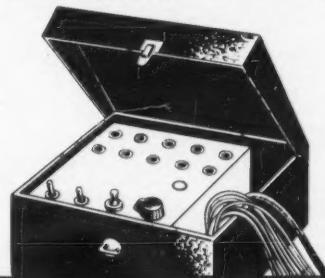


**Cuts service time
on all Norge automatics up to 33%!**

Complete front-servicing on *all* 1962 Norge Automatic Washers lets you get at any service job in seconds. Big new savings for DEALERS...for in-warranty service! Big new savings for CUSTOMERS...for out-of-warranty service! Everything in the new Norge Automatic is *designed* to put real profit back into selling.

New high-speed troubleshooter cuts diagnosis

time in half! Norge's new *Electronic Service Analyzer* pinpoints trouble spots immediately, puts an end to costly part-changing. Plug-in speed and convenience...light-weight and compact for easy carrying. Still more savings on your service costs!



COMPARE! See how Norge 100% Front-Servicing saves you time and money on typical jobs:

Service Job:	Time Required: New NORGE Service-Simple Washer	Time Required: Average of Other Leading Washers	Service Time Saved with NORGE
Removing Motor	10 Minutes	38 Minutes	28 Minutes Saved!
Replacing Drive Belt	2 Minutes	15 Minutes	13 Minutes Saved!
Replacing Pressure Switch	5 Minutes	15 Minutes	10 Minutes Saved!
Replacing Transmission	45 Minutes	1 Hour, 15 Minutes	½ Hour Saved!

You make more—you save more—on every 1962 Norge Automatic Washer sold!

Revolutionary new Norge **DOUBLE-PIVOT MOTOR** eliminates the cause of 1 out of 3 service calls!

Gruelling hard-use tests prove it. Tests in homes, tests in busy self-service laundries... equal to 3 years of normal operation. Result: Not one service call involving motor-belt-pump assemblies! One-third of all service calls eliminated!



WORLD'S FIRST
SERVICE-SIMPLE
AUTOMATIC WASHERS

NORGE

NORGE SALES CORP., SUBSIDIARY OF BORG-WARNER CORPORATION, MERCHANTISE MART PLAZA, CHICAGO 54
In Canada: MOFFATS, LTD., WESTON, ONTARIO • Export Sales: BORG-WARNER INTERNATIONAL, CHICAGO 3

hey,
look
what's
cookin'...



TAPPAN Fabulous "400"

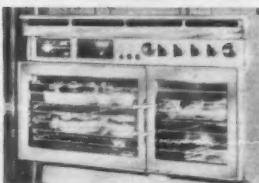


GAS AND ELECTRIC RANGES

GAS model now available for immediate delivery . . . and what a beauty it is! Never was a new range more thoroughly tested and more confidently sold. Painstakingly perfected by the same designers who created the "400" concept that has swept the nation. When a customer insists on gas, you can rest your reputation on the Tappan "400".

ELECTRIC "400's" continue to be America's best seller, year after year. And small wonder! Tappan pioneered, perfected and popularized this dazzling new concept in range design. Others have copied the styling, but no other range can match Tappan's amazing record of sales leadership and proved performance. Why settle for second, when you can go Tappan! . . . 30" and 40" electric models.

Value-Packed Features That SELL! SELL! SELL!



Convenient eye-level ovens with controls out of reach of the children. The "400" can be hung on wall or placed on base to suit your height.



Automatic Roast Meater cooks while you're away — assures perfect results every time. Top temperature control makes all your utensils automatic.



Hide-A-Way cooking tops slip conveniently out of the way. 40-inch models have handsome, handy hardwood maple cutting board.

The TAPPAN Co., MANSFIELD, OHIO • TAPPAN-GURNEY LTD., MONTREAL